MERCURY

Communication Skills in Crisis Certification Course

5 – 9 April 2027
Casablanca (Morocco)



Dubai - UAE: +971 4 450 5697
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Ref: 5031_1083642 **Date:** 5 – 9 April 2027 **Location:** Casablanca (Morocco) **Fees:** 4500 Euro

Introduction:

Crises such as the 2010 British Petroleum oil spill, the disappearance of Malaysia Airlines flight MH370, and the financial crisis of 2008 have resonated globally, standing as staunch reminders of the complexities associated with crisis management. Effective handling of such crises requires sophisticated skills and knowledge, which participants will gain through this professional crisis management certification course.

The crisis communication skills course furnishes participants with cognitive concepts crucial for assessing the impact of crises on organizations. It details proactive measures aimed at mitigating these effects. Moreover, the course outlines strategies for developing robust communication channels that ensure quick and effective responses during crises and best practices for engaging with the media.

Enrollees will master crisis communication management best practices, acquire skills for situational analysis and risk assessment, and learn about the responsibilities of a crisis management team, including protocols and resources such as communication tools and guides for crises.

How to Get Into Crisis Management:

Suppose you're wondering how to get into crisis management and achieve one of the many sought-after certifications. In that case, this course is an essential step forward in that journey. You'll gain the crisis communications training advocated in the renowned crisis communication workshop and seminar, laying the groundwork for pursuing a crisis management certificate or a crisis communication certification.

The crisis management course concludes with actionable insights into crisis communication training, emphasizing practical applications that will prepare you for real-world crisis scenarios. Upon successful completion, you will not only understand the critical aspects of crisis management. Still, you will also be well-equipped to play a pivotal role in confidently navigating through and resolving future crises.

Targeted Groups:

This communication management course is designed for Managers, Team Leaders, Supervisors, PR Managers, HR Professionals, and all individuals who play a role in crisis management and communications within their institutions.

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Course Objectives:

By the end of this crisis management course, participants will:

- Recognize the various types and characteristics of crises.
- Understand the different principles of communication during crises.
- Plan crisis management processes to mitigate potential impacts on their institutions.
- Illustrate the advantages of leveraging media during crises.
- Assess and prioritize factors related to crisis communication management.
- Analyze and interpret the outcomes associated with communication management in crises.

Targeted Competencies:

Competencies acquired through this crisis communication certificate program will include:

- Crisis management skills.
- Problem-solving.
- Public speaking skills.
- Verbal and nonverbal communication.
- Influence on the public.
- Establishing and consolidating relationships.
- Motivating subordinates.
- Organization and leadership of projects.

Course Content:

Unit 1: Introduction to Crisis Management:

- Definitions and overviews of crises.
- The role of communication in crisis response.
- Different types of communication during crises.
- Critical aspects of crises.
- Evolution of crises.

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Unit 2: Principles of Crisis Communication:

- Setting clear objectives.
- Ensuring rapid response.
- Assuming responsibility.
- Sending relevant messages.
- Identifying target audiences.
- Demonstrating reliability and maintenance.
- Coordinating with other entities.
- Maintaining continuous follow-up.

Unit 3: Crisis Management Process:

- Pre-crisis phase preparation.
- Development of a crisis management plan.
- Formation and training of a crisis management team.
- Identifying and preparing the spokesperson.

Unit 4: Stage of The Crisis:

- Crafting an initial response.
- Strategies for reputation repair.

Unit 5: Post-Crisis Evaluation:

- Extracting lessons learned.
- Executing follow-up and maintaining communication.

Unit 6: Media and Communication in Crisis:

- Interaction with media during crises.
- Media as a partner when responding to emergencies.
- Social media and communication in times of crisis.
- Social media as a practical or challenging tool.
- Effective use of social media in crisis communication.

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Unit 7: Communicative Management Dimensions of The Crisis:

- Decision-making in crisis response.
- Administration of support to affected individuals.
- Maintaining trust and reliability.
- Behavioral considerations in crises.
- Professional expectations and ethical considerations.
- The moral dimension.
- A comprehensive review of lessons learned.

Unit 8: Measuring Your Results During Crises:

- Measuring output.
- Measuring the effects of the crisis.
- Measuring results.
- Steps of the measurement program.
- Setting goals.
- Select audience.
- Determination of standards and measurement indicators.
- Choose timing, budget, and measurement tools.
- Analysis of findings, information extraction, and recommendations.