MERCURY

Crisis Management Simulation

10 – 14 January 2027
Sharm El-Sheikh (Egypt)



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Ref: 121770_1084979 **Date:** 10 – 14 January 2027 **Location:** Sharm El-Sheikh (Egypt) **Fees:** 4500 Euro

Introduction

Crises require structured thinking, rapid coordination, and disciplined decision-making under pressure. This Crisis Management Simulation course introduces participants to the principles and practical practices of crisis management through structured, simulation-based learning. It focuses on building analytical and operational readiness in uncertain and high-risk environments. Participants are exposed to realistic organizational disruptions to understand escalation patterns and response mechanisms. The program strengthens the ability to interpret risks, prioritize actions, and coordinate multi-stakeholder responses effectively. It builds confidence in managing operational continuity during complex emergency scenarios.

Targeted Groups

This Crisis Management Simulation training targets professionals seeking knowledge and skills:

- Emergency response coordinators are responsible for incident handling and operational continuity.
- Risk management officers work in organizational risk identification and mitigation planning.
- Business continuity managers ensure operational stability during disruptions.
- Corporate leaders are involved in strategic decision-making during crises.
- Public-sector officials handling disaster preparedness and crisis-coordination systems.
- Safety and security professionals manage workplace and organizational hazards.
- Operations managers oversee critical infrastructure and service continuity systems.
- Communication officers manage internal and external crisis messaging flows.

Course Objectives

Participants will achieve the following objectives by completing the Crisis Management Simulation course:

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- Develop the ability to identify, analyze, and categorize different types of organizational crises using structured assessment tools and scenario-based thinking.
- Strengthen decision-making skills under pressure through simulated crisis environments that replicate real-world disruptions and emergencies.
- Build competence in coordinating cross-functional teams during crisis escalation and containment phases.
- Enhance communication strategies for managing stakeholders, media, and internal teams during high-impact incidents.
- Apply structured problem-solving techniques to minimize operational losses and ensure rapid stabilization.
- Improve understanding of risk-escalation pathways and early-warning indicators within organizational systems.
- Develop strategic thinking for aligning crisis response with organizational objectives and continuity priorities.
- Strengthen the capability to evaluate post-crisis outcomes and implement improvement measures to build resilience.
- Gain practical insight into crisis simulation training models used in modern risk management frameworks.

Targeted Competencies

Participants will gain the following competencies during the Crisis Management Simulation program:

- Detect crisis signals and conduct structured risk assessment to inform early response planning.
- Manage incident response simulations reflecting real operational disruptions.
- Coordinate multidisciplinary teams under pressure with clear role allocation.
- Apply crisis communication for internal alignment and stakeholder management.
- Use structured decision-making in uncertain environments.
- Maintain operational control through business continuity frameworks.

Studying Scenarios

In this Crisis Management Simulation training, participants develop skills through the following scenarios:

- Simulated industrial disruption requiring rapid containment, coordination, and recovery planning across multiple departments.
- Organizational cyber incident scenario focusing on system failure, data protection, and communication response.
- Public safety crisis simulation involving stakeholder communication, escalation control, and emergency coordination procedures.
- Supply chain breakdown scenario requiring prioritization, resource allocation, and operational continuity decisions.
- Reputation crisis simulation involving media response, stakeholder trust management, and strategic communication alignment.
- Multi-risk cascading event simulation integrating operational, financial, and reputational crisis layers.

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Course Content

Unit 1: Foundations of Crisis Management Simulation

- Crisis management principles and structured response frameworks.
- Types of crises: operational, reputational, financial, and technological.
- Crisis lifecycle: detection to recovery and stabilization.
- Overview of crisis simulation training methods.
- Importance of structured thinking in emergency response.
- Organizational resilience and continuity principles.
- Risk management and preparedness planning systems.
- Crisis response impact on organizational performance.

Unit 2: Risk Identification and Crisis Assessment

- Early warning signs of organizational disruptions.
- Structured risk analysis and impact evaluation.
- Risk mapping and scenario forecasting tools.
- Crisis escalation patterns and exposure levels.
- Incident simulation for proactive risk detection.
- Prioritization of severity, urgency, and impact.
- Data integration for decision-making under uncertainty.
- Crisis assessment models for readiness improvement.

Unit 3: Crisis Communication and Stakeholder Management

- Crisis communication in high-pressure environments.
- Internal communication flow during emergencies.
- External stakeholder trust and transparency strategies.
- Leadership messaging and response perception.
- Media handling in reputational crises.
- Coordination between communication and crisis teams.
- Communication protocols for simulation training.
- Managing misinformation and message consistency.

Unit 4: Incident Response and Decision-Making Simulation

- Decision-making models in crisis escalation.
- Real-time incident response and control.
- Action prioritization under constraints.
- Team-based emergency response simulations.
- Analytical thinking with operational execution.
- Adaptive response under uncertainty.
- Leadership roles and accountability structure.
- Feedback loops for response evaluation.

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Unit 5: Business Continuity and Crisis Recovery Planning

- Business continuity and recovery fundamentals.
- Recovery strategies to reduce downtime and losses.
- Alignment of crisis response with resilience goals.
- Post-crisis performance evaluation and improvement.
- Integration of continuity into risk systems.
- Recovery timelines and resource allocation.
- Organizational adaptability and improvement cycles.
- Lessons learned for future preparedness.

Final Insights & Key Takeaways

Effective crisis response depends on structured simulation practice, disciplined decision-making, and coordinated communication systems. Mastery of crisis management simulation strengthens organizational resilience and ensures continuity in complex, high-risk conditions.