

# *Crisis Management and Communications*



## **PROGRAMME DESCRIPTION**

It is impossible to completely inoculate an organisation or company from the occurrence of a crisis as many external contributory factors are beyond our direct control. It is not a question of 'if', but rather of 'when' it will happen. The only solution therefore is to have in place an organised crisis management strategy or plan, to effectively deal with crises when they occur. Is your organization prepared?

## **COURSE OBJECTIVES**

The objective of the programme is to help you to:

- Identify the different types of crisis
- Understand how the media operates
- Adequately prepare your company/organization ahead of a potential crisis
- Assess and formulate the elements of a good crisis management plan
- Effectively handle the media during a crisis

## **LEARNING OUTCOMES**

- By attending this course, participants will be able to:
- Understanding how the media operates and use it to your advantage.
- Develop a powerful crisis communications strategy.
- Get insight into tough questioning techniques and how to deflect and protect your company.