

Public Relations Media Crisis Communications Masterclass

2027 10 - 6
Rome (Italy)

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2022-2024 **1950296** **Location:** Rome (Italy) **Fees:** 5200 GBP

Why This Course

In today's fast-moving communication environment, crises can escalate within minutes and place intense pressure on an organization's reputation, credibility, and stakeholder trust. Public relations professionals are expected to respond with speed, clarity, and sound judgment while managing uncertainty, media scrutiny, and digital amplification. Strong crisis communication capability is therefore essential for protecting reputation, maintaining confidence, and guiding organizations through high-pressure situations effectively.

This intensive 5-day course equips PR professionals with advanced skills in crisis communications. Participants will learn to develop comprehensive crisis management strategies, create effective communication plans, and master media relations during critical situations. The course combines theoretical knowledge with practical applications, preparing professionals to handle diverse crisis scenarios confidently.

What You'll Learn and Practice

By joining this program, you will:

- Develop and implement comprehensive crisis communication strategies.
- Create and manage crisis communication plans and teams.
- Master media relations techniques during crisis situations.
- Effectively utilize social media for crisis management.
- Enhance leadership skills in high-pressure environments.
- Apply ethical considerations in crisis communications.

The Program Flow

Day 1: Foundations of Crisis Communications

- Understanding crisis types and their impact on organizations.
- Principles of effective crisis response.
- Reputation management in the digital age.
- Ethical considerations in crisis communications.

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A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. The board is checkered, and there are concentric circles in the background.

Day 2: Crisis Communication Planning

- Developing a crisis communication plan.
- Risk assessment and issue management.
- Building and training crisis communication teams.
- Crisis simulation exercises.

Day 3: Media Relations During a Crisis

- Understanding media dynamics in crisis situations.
- Crafting effective messages and press releases.
- Spokesperson training and interview techniques.
- Managing press conferences and media briefings.

Day 4: Digital Crisis Management

- Social media crisis management strategies.
- Online reputation management tools and techniques.
- Real-time monitoring and rapid response protocols.
- Case studies of digital crisis management.

Day 5: Leadership in Crisis Situations

- Decision-making under pressure.
- Stakeholder communication and management.
- Post-crisis recovery and lessons learned.
- Final crisis simulation and debrief.

Individual Impact

- Strengthen your ability to respond to crisis situations with greater confidence and control.
- Enhance your skills in planning, messaging, media handling, and digital response.
- Build stronger leadership capability in high-pressure communication environments.
- Gain practical tools for managing ethical, reputational, and stakeholder challenges during crises.

Work Impact

- Improve the organization's readiness to respond effectively to crisis situations.
- Strengthen media handling, stakeholder communication, and reputation protection efforts.
- Support faster, more coordinated responses across traditional and digital channels.
- Enhance organizational resilience through better planning, simulation, and post-crisis learning.

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles and the text 'UK Training PARTNER' in a bold, black, sans-serif font.

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Training Methodology

This program integrates crisis communication principles, practical application, and simulation-based learning to ensure real-world relevance and immediate workplace impact. Learning methods include:

- Real-world case studies on crisis response, reputation management, and media handling.
- Practical exercises in message development, spokesperson preparation, and planning.
- Interactive workshops on social media response, stakeholder communication, and crisis team coordination.
- Group discussions on ethics, leadership, and post-crisis recovery.
- Simulations and debrief sessions to strengthen applied crisis communication capability.

Beyond the Course

Upon completion, participants will be better equipped to manage crisis communications with greater clarity, confidence, and strategic awareness. They will return ready to:

- Build and apply stronger crisis communication strategies.
- Handle media and stakeholder communication more effectively under pressure.
- Manage digital and social media crises with greater speed and control.
- Support stronger organizational recovery and reputation protection after crisis events.

A graphic of a chessboard with several chess pieces (a king, a queen, and a pawn) in gold and silver, set against a background of concentric circles.

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