



*Training Course:  
Crisis Communication Management Strategy*

*15 - 19 September 2025  
Rome (Italy)*

## Training Course: Crisis Communication Management Strategy

Training Course code: MA236232 From: 15 - 19 September 2025 Venue: Rome (Italy) - Training Course Fees: 5750 €

### Introduction

In times of crisis, communication can determine whether an organization maintains trust or suffers irreversible reputational damage. A well-structured Crisis Communication Management Strategy ensures that accurate, timely, and clear messages are delivered to stakeholders, employees, the public, and the media.

This program, designed by [Global Horizon Training Center](#), equips leaders, communication professionals, and crisis response teams with advanced skills to plan, execute, and evaluate crisis communication strategies. Through interactive exercises, media simulations, and case studies from global incidents, participants will gain the confidence and expertise to communicate effectively under pressure.

### Objectives

By the end of this program, participants will be able to:

- Understand the role of communication in crisis management.
- Develop and implement an effective crisis communication plan.
- Identify and manage stakeholders during a crisis.
- Craft key messages that build trust and credibility.
- Utilize media channels and digital platforms effectively during emergencies.
- Manage internal communication to maintain morale and alignment.
- Evaluate and improve post-crisis communication strategies.

### Course Methodology

The program uses a [practical and immersive approach](#), including:

- Expert-led presentations
- Crisis communication simulations
- Media interview practice sessions
- Role-playing stakeholder engagement
- Group workshops and peer learning

- Real-world case study analysis

## Organizational Impact

Implementing this training will help organizations:

- Reduce reputational risks during crises.
- Maintain public trust and stakeholder confidence.
- Ensure coordinated, clear, and timely communication.
- Enhance leadership credibility and transparency.
- Improve post-crisis reputation recovery.

## Target Audience

- Senior executives and leaders
- Corporate communications and PR managers
- Marketing and brand managers
- Crisis management and risk officers
- Government communication officials
- NGO and humanitarian response leaders

## Outlines

Day 1:

### Foundations of Crisis Communication

- Understanding the link between crisis management and communication
- Principles of effective crisis communication
- Communication challenges during emergencies
- The role of transparency and credibility
- Case study: Communication failures and successes

Day 2:

### Planning the Crisis Communication Strategy

- Components of a crisis communication plan
- Identifying communication risks and vulnerabilities
- Defining communication objectives in different crisis stages
- Stakeholder mapping and analysis
- Workshop: Drafting a crisis communication framework

### Day 3:

#### Message Development and Media Relations

- Crafting key messages under pressure
- Adapting messages for different audiences
- Media handling during a crisis press conferences, interviews
- Social media and digital platforms in crisis communication
- Simulation: Live media Q&A and response practice

### Day 4:

#### Internal Communication and Coordination

- Role of internal communication in maintaining operations
- Briefing employees and crisis response teams
- Ensuring message consistency across all channels
- Communicating with partners, suppliers, and regulators
- Workshop: Creating an internal crisis bulletin

### Day 5:

#### Post-Crisis Communication and Reputation Recovery

- Post-crisis analysis and communication audits
- Managing long-term reputation rebuilding
- Learning from crisis communication evaluations

- Integrating improvements into future plans
- Final simulation: Coordinated communication exercise across stakeholders

## Registration form on the Training Course: Crisis Communication Management Strategy

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
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### Company Information

Company Name: .....  
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### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
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### Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
- ☐ Please invoice me
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### Easy Ways To Register

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E-mail to us :  
info@gh4t.com  
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