



*Training Course:  
Media Management in Crisis Communications*

*20 - 24 April 2026  
Madrid (Spain)*

## Training Course: Media Management in Crisis Communications

Training Course code: MA1077 From: 20 - 24 April 2026 Venue: Madrid (Spain) - Training Course Fees: 5775 € Euro

### Introduction

In today's fast-paced and highly connected media environment, crises can escalate rapidly and significantly impact an organization's reputation, operations, and stakeholder trust. Effective media management during crises is essential to control narratives, maintain credibility, and ensure accurate and timely communication.

This program, developed by [Global Horizon Training Center](#), equips participants with the skills and strategies needed to manage media relations and communications during crises. It focuses on crisis preparedness, media engagement, message development, and reputation management under pressure.

Participants will learn how to respond confidently to media inquiries, deliver clear and consistent messages, and protect organizational reputation while maintaining transparency and trust.

### Course Objectives

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

- Understand the principles of crisis communication and media management
- Develop effective crisis communication strategies and plans
- Manage media relations during high-pressure situations
- Craft clear, consistent, and impactful crisis messages
- Handle press conferences and media interviews professionally
- Control misinformation and manage public perception
- Protect and rebuild organizational reputation
- Coordinate internal and external communication during crises

### Target Audience

This program is designed for:

- Corporate Communications and PR Professionals
- Senior Managers and Executives
- Government and Public Sector Officials
- Media Relations and Marketing Professionals
- Crisis Management and Risk Professionals
- Spokespersons and Organizational Representatives

## Outline

### Day 1: Foundations of Crisis Communication

- Understanding Crisis Types and Impacts
- The Role of Media in Crisis Situations
- Principles of Crisis Communication
- Crisis Communication Models and Frameworks
- Organizational Preparedness and Planning
- Case Studies on Crisis Management

### Day 2: Media Relations and Communication Strategy

- Building and Managing Media Relationships
- Developing Crisis Communication Plans
- Identifying Key Stakeholders and Audiences
- Crafting Key Messages and Talking Points
- Communication Channels Traditional and Digital Media
- Managing Internal vs. External Communication

### Day 3: Handling Media During a Crisis

- Responding to Media Inquiries
- Conducting Press Conferences and Briefings
- Interview Techniques and Media Training
- Managing Difficult Questions and Journalists
- Controlling the Narrative and Messaging
- Practical Exercises: Media Simulations

### Day 4: Reputation Management and Crisis Response

- Managing Public Perception and Brand Image
- Handling Misinformation and Social Media Crises
- Crisis Escalation and Response Coordination
- Stakeholder Communication Strategies
- Post-Crisis Reputation Recovery
- Case Studies on Crisis Response

### Day 5: Crisis Recovery and Continuous Improvement

- Evaluating Crisis Communication Effectiveness
- Lessons Learned and Best Practices
- Updating Crisis Communication Plans
- Building Organizational Resilience
- Developing Media Management Action Plans
- Final Simulation and Feedback

## Registration form on the Training Course: Media Management in Crisis Communications

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€ Euro

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

### Delegate Information

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

### Company Information

Company Name: .....  
 Address: .....  
 City / Country: .....

### Person Responsible for Training and Development

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

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
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to: Global Horizon  
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