



*Training Course:
Media Management in Crisis Communications*

*24 - 28 August 2026
Kigali (Rwanda)*

Training Course: Media Management in Crisis Communications

Training Course code: MA1077 From: 24 - 28 August 2026 Venue: Kigali (Rwanda) - Training Course Fees: 6350 € 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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