



*Training Course:
Media Management in Crisis Communications*

*7 - 11 February 2027
Manama (Bahrain)*

Training Course: Media Management in Crisis Communications

Training Course code: MA1077 From: 7 - 11 February 2027 Venue: Manama (Bahrain) - Training Course Fees: 4725 € 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,

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

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

Training Course code: MA1077 From: 7 - 11 February 2027 Venue: Manama (Bahrain) - Training Course Fees: 4725 € 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:<