Advanced Crisis Communication & Corporate Reputation Management Training Course

06 - 10 Sep 2026

Dubai

4500 € (Per Person)

Ref: #PR9675_119131

Course Introduction / Overview:

In today's fast-paced, digital world, a corporate crisis can go viral in minutes, threatening a company's reputation and financial stability. This course, offered by BIG BEN Training Center, is designed to give you the advanced skills needed to prepare for, manage, and recover from a high-stakes crisis. We will explore key ideas from academic experts like Dr. W. Timothy Coombs, a leading scholar in crisis communication, who has written books such as "Ongoing Crisis Communication." This program covers everything from conducting a risk assessment and developing a comprehensive crisis plan to managing social media during a crisis and rebuilding public trust after an event. We will focus on how to maintain control of the narrative, manage tough questions from the media, and communicate with empathy and transparency. By the end of this course, you will have a complete toolkit and the confidence to lead your organization through any crisis, ensuring its long-term health and reputation.

Target Audience / This training course is suitable for:

- Senior public relations and communications executives.
- Corporate affairs and government relations managers.
- Crisis management team members.
- CEOs and C-suite executives.
- Legal and compliance professionals.
- Spokespeople and public relations consultants.
- Anyone with responsibility for corporate reputation.

Target Sectors and Industries:

- Corporate and private businesses.
- Public relations and communications agencies.
- Technology and manufacturing.
- Financial and professional services.
- Healthcare and pharmaceuticals.
- Government agencies and public sector equivalents.
- Any industry with a high public profile.

Target Organizations Departments:

- Corporate Communications.
- Public Relations.
- Legal and Compliance.
- Executive Leadership.
- Risk Management.
- Human Resources.
- Public Affairs.

Course Offerings:

By the end of this course, the participants will have able to:

- Conduct an initiative-taking crisis risk assessment for their organization.
- Develop a comprehensive crisis communication plan.
- Manage media relations and public messaging during a crisis.
- Use social media and digital channels to control the narrative.
- Rebuild and restore corporate reputation after a crisis.
- Manage high-stakes, difficult questions from journalists and the public.
- Communicate with transparency, honesty, and empathy.
- Create a crisis playbook that is both practical and effective.

Course Methodology:

Our training uses an intense, firsthand approach that gets you ready for the high-pressure world of crisis communication. We go beyond theoretical concepts, using a mix of realistic simulations and case studies from real-world events. You will work on a series of advanced role-playing exercises, including mock press conferences and difficult media interviews. This firsthand experience helps you build muscle memory and stay calm under pressure. BIG BEN Training Center's instructors, who are seasoned professionals with experience in high-stakes crisis situations, will provide personalized feedback. We will also include workshops on how to use advanced digital tools for social listening and media monitoring during a crisis. Our goal is to make sure you have a complete, practical toolkit and the confidence to lead your organization through any crisis, no matter how complex.

Course Agenda (Course Units):

Unit One: Strategic Crisis Planning & Preparation

- The anatomy of a corporate crisis.
- Conducting a comprehensive crisis risk assessment.
- The importance of a pre-crisis communication plan.
- Identifying your crisis communication team and spokesperson.
- Building a crisis communication playbook.
- The role of internal communication during a crisis.
- The legal and ethical considerations of crisis communication.

Unit Two: Media Relations in a Crisis

- The rules of engagement with the media during a crisis.
- How to manage a high-pressure press conference.
- The art of a prepared statement and a holding statement.
- Managing tough, unexpected, and hostile questions.
- The importance of a single, consistent message.
- Building relationships with journalists before a crisis.
- Navigating the 24/7 news cycle.

Unit Three: Digital & Social Media in a Crisis

- The speed of a social media crisis.
- How to use social media as a real-time communication tool.
- The importance of social listening and monitoring during a crisis.
- Managing negative comments, misinformation, and online trolls.
- The role of influencers in a crisis.
- The importance of transparency and honesty on digital platforms.
- Using social media to rebuild trust after an event.

Unit Four: Leading Through a Crisis

- The role of a leader in crisis communication.
- Communicating with empathy and honesty.
- The importance of a central command center.
- Managing internal and external communication at the same time.
- The psychological impact of a crisis on employees and stakeholders.
- The importance of a strong, consistent narrative.
- The link between effective communication and brand resilience.

Unit Five: Post-Crisis Recovery & Reputation Management

- The process of post-crisis communication.
- Rebuilding and restoring public trust.
- Conducting a post-crisis review and analysis.
- The role of public relations in long-term reputation management.
- Learning from a crisis and improving for the future.
- The ethical responsibilities of a company after a crisis.
- The long-term impact of a crisis on a brand's reputation.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of instant and unfiltered digital communication, how can a company's leadership team use initiative-taking crisis planning to protect its reputation from an unforeseen event and ensure public trust is maintained?

What unique qualities does this course offer compared to other courses?

This training course is different because it is designed for senior professionals and leaders who need to manage high-stakes corporate crises. While many crisis communication courses offer basic advice, this program gives you an advanced, hands-on toolkit for managing real-world situations. We do not just talk about theory, we put you in realistic simulations where you must think on your feet and make tough decisions. Our instructors are seasoned experts with a deep understanding of corporate and legal challenges. This course is for anyone who wants to turn a crisis into an opportunity to show a company's strength, integrity, and resilience, protecting its reputation for the long term.