



aractech

Global Learning for Operational Leaders

COMMUNICATION AND WRITING SKILLS | CWS-006

Crisis Communication: Managing Messages in High-Pressure Situations

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Course content

Why Attend

Why Attend?

In today's fast-paced and interconnected world, effective communication during a crisis is critical to maintaining trust, managing reputations, and ensuring public safety. This course equips participants with the tools to craft clear, timely, and empathetic messages, manage media interactions, and lead communication efforts under pressure. Whether you're in PR, corporate communications, or a leadership role, this course will prepare you to handle crises with confidence.

Course Methodology

- Lectures : Expert-led sessions on crisis communication principles and strategies.
- Case Studies : Analysis of real-world crisis communication successes and failures.
- Role-Playing : Simulated crisis scenarios to practice communication skills.
- Media Training : Techniques for handling interviews and press conferences.
- Templates and Tools : Access to crisis communication plans, checklists, and resources.

Course Objectives

- Understand the fundamentals of crisis communication and its importance.
- Learn to develop a crisis communication plan and assemble a response team.
- Master techniques for crafting clear, empathetic, and actionable messages.
- Develop skills for managing media interactions and social media during a crisis.
- Gain confidence in leading communication efforts under high-pressure conditions.

Target Audience

- This course is ideal for:
- PR and corporate communication professionals.
- Crisis management teams and business continuity planners.
- Leaders and executives responsible for organizational communication.

Course outline

Detailed course outline

Day-by-day outline for Crisis Communication: Managing Messages in High-Pressure Situations.

Day 1 - Introduction to Crisis Communication

- What is crisis communication? Key principles and challenges.
- Types of crises: Natural disasters, PR scandals, cyberattacks, and more.
- The role of communication in crisis management.
- Activity: Identifying potential crises in your organization.

Day 2 - Developing a Crisis Communication Plan

- Key components of a crisis communication plan.
- Assembling and training a crisis communication team.
- Identifying stakeholders and their communication needs.
- Activity: Drafting a crisis communication plan outline.

Day 3 - Crafting Crisis Messages

- Principles of effective crisis messaging: Clarity, empathy, and actionability.
- Writing press releases, statements, and social media posts.
- Adapting messages for different audiences and platforms.
- Activity: Writing a crisis message for a simulated scenario.

Course outline

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Day 4 - Managing Media and Social Media

- Handling media inquiries and press conferences.
- Techniques for staying on message during interviews.
- Managing social media during a crisis: Monitoring and responding.
- Activity: Role-playing a media interview and social media response.

Day 5 - Leading Communication Efforts Under Pressure

- Managing stress and emotions during a crisis.
- Coordinating communication across teams and departments.
- Evaluating and learning from crisis communication efforts.
- Course wrap-up: Key takeaways and action plans for continued improvement.
- Additional Notes :
- Each day includes breaks and time for Q&A.

Seminar dates

Available seminar dates

Live dates and pricing for Crisis Communication: Managing Messages in High-Pressure Situations generated from the course details page.

Date	Location	Format	Fee
15 - 19 June 2026	Barcelona	Classroom	€2,695
20 - 24 July 2026	Barcelona	Classroom	€2,695
3 - 7 August 2026	Rome	Classroom	€2,975
7 - 11 September 2026	Munich	Classroom	€2,415
12 - 16 October 2026	Amsterdam	Classroom	€2,975
9 - 13 November 2026	London	Classroom	€2,940
14 - 18 December 2026	Istanbul	Classroom	€1,995

Live online option

Online delivery is available at €1,250.