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BUSINESS CONTINUITY AND CRISIS MANAGEMENT | BCCM-028

Reputation Risk and Crisis Recovery

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Course content

Why Attend

Reputation is one of an organisation's most valuable assets and one of the most fragile. A product failure, ethical lapse, data breach, executive misconduct or viral social media post can destroy years of trust in days, affecting customers, employees, investors and regulators. Recovering reputation after a crisis is often harder and slower than managing the crisis itself.

This Reputation Risk and Crisis Recovery training course explores how to identify and manage reputation risks before they materialise, how to protect reputation during a crisis and how to rebuild trust afterwards. Participants learn about stakeholder expectations, issues management, early warning, crisis communication strategy, apology and accountability, and long-term recovery programmes.

Course Methodology

• The course is case-based and highly interactive. Participants analyse reputation crises, map stakeholder expectations, build a reputation risk register, prepare crisis statements and design a recovery plan. A simulated reputation crisis tests their skills in real-time communication and decision making.

Course Objectives

• Explain the drivers and value of organisational reputation

• Identify and assess reputation risks across the organisation

• Establish issues management and early warning processes

• Protect reputation through effective crisis response and communication

• Use apology, accountability and corrective action appropriately

• Engage stakeholders to rebuild trust after a crisis

Target Audience

• Corporate communications and public relations professionals

• Risk and crisis managers

• Senior executives and business leaders

Course content

- Marketing and brand managers

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Course outline

Detailed course outline

Day-by-day outline for Reputation Risk and Crisis Recovery.

Day 1 - Understanding Reputation and Its Risks

- 09:00-09:34 | What reputation is and how it is formed
- 09:34-10:08 | The financial and strategic value of reputation
- 10:08-10:42 | Sources of reputation risk inside and outside the organisation
- 10:42-11:00 | Stakeholder expectations and the trust gap
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Stakeholder expectations and the trust gap (continued)
- 11:46-12:20 | Lessons from high-profile reputation crises
- 12:20-12:53 | The role of social media in reputation dynamics
- 12:53-14:00 | Exercise: assessing reputation drivers for your organisation

Day 2 - Managing Reputation Risk

- 09:00-10:00 | Building a reputation risk register
- 10:00-10:30 | Issues management before they become crises
- 10:30-11:00 | Horizon scanning and early warning indicators
- 11:00-11:30 | Coffee break
- 11:30-12:00 | Integrating reputation into enterprise risk management
- 12:00-12:30 | Governance and ownership of reputation risk
- 12:30-13:00 | Preparing message frameworks and holding statements
- 13:00-14:00 | Workshop: developing a reputation risk register

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Day-by-day outline for Reputation Risk and Crisis Recovery.

Day 3 - Protecting Reputation During a Crisis

- 09:00-09:34 | The first hours: speed, accuracy and empathy
- 09:34-10:08 | Choosing a crisis communication strategy
- 10:08-10:42 | Apology, accountability and taking responsibility
- 10:42-11:00 | Balancing legal advice with public expectations
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Balancing legal advice with public expectations (continued)
- 11:46-12:20 | Leadership visibility and spokesperson selection
- 12:20-12:53 | Managing social media, rumours and misinformation
- 12:53-14:00 | Simulation: a fast-moving reputation crisis

Day 4 - Rebuilding Trust

- 09:00-09:30 | Why trust recovery takes longer than the crisis
- 09:30-10:30 | Corrective actions that demonstrate real change
- 10:30-11:00 | Engaging employees as ambassadors for recovery
- 11:00-11:30 | Coffee break
- 11:30-12:00 | Rebuilding relationships with customers and communities
- 12:00-12:30 | Working with regulators, investors and partners
- 12:30-13:00 | Transparency and progress reporting
- 13:00-14:00 | Case study: an organisation that rebuilt its reputation

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Day 5 - Recovery Programmes and Measurement

- 09:00-10:07 | Designing a structured reputation recovery plan
- 10:07-10:41 | Measuring reputation through surveys, media and social data
- 10:41-11:00 | Tracking recovery milestones and adjusting the plan
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Tracking recovery milestones and adjusting the plan (continued)
- 11:45-12:19 | Embedding lessons into culture and governance
- 12:19-12:53 | Strengthening resilience against future crises
- 12:53-13:27 | Reporting reputation to the board
- 13:27-14:00 | Personal action plan for reputation risk and recovery

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Seminar dates

Available seminar dates

Live dates and pricing for Reputation Risk and Crisis Recovery generated from the course details page.

Date	Location	Format	Fee
7 - 11 December 2026	London	Classroom	**€2,915**
14 - 18 December 2026	Barcelona	Classroom	**€2,275**
21 - 25 December 2026	Frankfurt	Classroom	**€2,175**
25 - 29 January 2027	London	Classroom	**€2,915**
4 - 8 January 2027	Barcelona	Classroom	**€2,275**
11 - 15 January 2027	Frankfurt	Classroom	**€2,175**
18 - 22 January 2027	Dubai	Classroom	**€2,845**
1 - 5 February 2027	London	Classroom	**€2,915**
8 - 12 February 2027	Barcelona	Classroom	**€2,275**
15 - 19 February 2027	Frankfurt	Classroom	**€2,175**

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Seminar dates

Available seminar dates

Live dates and pricing for Reputation Risk and Crisis Recovery generated from the course details page.

Date	Location	Format	Fee
22 - 26 February 2027	Geneva	Classroom	**€3,315**
8 - 12 March 2027	London	Classroom	**€2,915**
15 - 19 March 2027	Barcelona	Classroom	**€2,275**
22 - 26 March 2027	Frankfurt	Classroom	**€2,175**
1 - 5 March 2027	Istanbul	Classroom	**€2,825**
19 - 23 April 2027	London	Classroom	**€2,915**
26 - 30 April 2027	Barcelona	Classroom	**€2,275**
5 - 9 April 2027	Frankfurt	Classroom	**€2,175**
12 - 16 April 2027	Kuala lumpur	Classroom	**€2,425**
24 - 28 May 2027	London	Classroom	**€2,915**

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Seminar dates

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Live dates and pricing for Reputation Risk and Crisis Recovery generated from the course details page.

Date	Location	Format	Fee
3 - 7 May 2027	Barcelona	Classroom	**€2,275**
10 - 14 May 2027	Frankfurt	Classroom	**€2,175**
17 - 21 May 2027	Madrid	Classroom	**€3,400**
7 - 11 June 2027	London	Classroom	**€2,915**
14 - 18 June 2027	Barcelona	Classroom	**€2,275**
21 - 25 June 2027	Frankfurt	Classroom	**€2,175**
12 - 16 July 2027	London	Classroom	**€2,915**
19 - 23 July 2027	Barcelona	Classroom	**€2,275**
26 - 30 July 2027	Frankfurt	Classroom	**€2,175**
5 - 9 July 2027	Paris	Classroom	**€2,810**

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Seminar dates

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Date	Location	Format	Fee
16 - 20 August 2027	London	Classroom	**€2,915**
23 - 27 August 2027	Barcelona	Classroom	**€2,275**
2 - 6 August 2027	Frankfurt	Classroom	**€2,175**
9 - 13 August 2027	Rome	Classroom	**€2,830**
6 - 10 September 2027	London	Classroom	**€2,915**
13 - 17 September 2027	Barcelona	Classroom	**€2,275**
20 - 24 September 2027	Frankfurt	Classroom	**€2,175**
4 - 8 October 2027	London	Classroom	**€2,915**
11 - 15 October 2027	Barcelona	Classroom	**€2,275**
18 - 22 October 2027	Frankfurt	Classroom	**€2,175**

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Seminar dates

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Live dates and pricing for Reputation Risk and Crisis Recovery generated from the course details page.

Date	Location	Format	Fee
25 - 29 October 2027	Amsterdam	Classroom	**€3,215**
8 - 12 November 2027	London	Classroom	**€2,915**
15 - 19 November 2027	Barcelona	Classroom	**€2,275**
22 - 26 November 2027	Frankfurt	Classroom	**€2,175**
1 - 5 November 2027	Cape Town	Classroom	**€1,825**
20 - 24 December 2027	London	Classroom	**€2,915**
27 - 31 December 2027	Barcelona	Classroom	**€2,275**
6 - 10 December 2027	Frankfurt	Classroom	**€2,175**
13 - 17 December 2027	Dubai	Classroom	**€2,845**
7 - 11 December 2026	Online / Live	Online / Live	**€1,625**

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Date	Location	Format	Fee
14 - 18 December 2026	Online / Live	Online / Live	**€1,625**
21 - 25 December 2026	Online / Live	Online / Live	**€1,625**
25 - 29 January 2027	Online / Live	Online / Live	**€1,625**
4 - 8 January 2027	Online / Live	Online / Live	**€1,625**
11 - 15 January 2027	Online / Live	Online / Live	**€1,625**
18 - 22 January 2027	Online / Live	Online / Live	**€1,625**
1 - 5 February 2027	Online / Live	Online / Live	**€1,625**
8 - 12 February 2027	Online / Live	Online / Live	**€1,625**
15 - 19 February 2027	Online / Live	Online / Live	**€1,625**
22 - 26 February 2027	Online / Live	Online / Live	**€1,625**

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Date	Location	Format	Fee
8 - 12 March 2027	Online / Live	Online / Live	**€1,625**
15 - 19 March 2027	Online / Live	Online / Live	**€1,625**
22 - 26 March 2027	Online / Live	Online / Live	**€1,625**
1 - 5 March 2027	Online / Live	Online / Live	**€1,625**
19 - 23 April 2027	Online / Live	Online / Live	**€1,625**
26 - 30 April 2027	Online / Live	Online / Live	**€1,625**
5 - 9 April 2027	Online / Live	Online / Live	**€1,625**
12 - 16 April 2027	Online / Live	Online / Live	**€1,625**
24 - 28 May 2027	Online / Live	Online / Live	**€1,625**
3 - 7 May 2027	Online / Live	Online / Live	**€1,625**

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Date	Location	Format	Fee
10 - 14 May 2027	Online / Live	Online / Live	**€1,625**
17 - 21 May 2027	Online / Live	Online / Live	**€1,625**
7 - 11 June 2027	Online / Live	Online / Live	**€1,625**
14 - 18 June 2027	Online / Live	Online / Live	**€1,625**
21 - 25 June 2027	Online / Live	Online / Live	**€1,625**
12 - 16 July 2027	Online / Live	Online / Live	**€1,625**
19 - 23 July 2027	Online / Live	Online / Live	**€1,625**
26 - 30 July 2027	Online / Live	Online / Live	**€1,625**
5 - 9 July 2027	Online / Live	Online / Live	**€1,625**
16 - 20 August 2027	Online / Live	Online / Live	**€1,625**

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Date	Location	Format	Fee
23 - 27 August 2027	Online / Live	Online / Live	**€1,625**
2 - 6 August 2027	Online / Live	Online / Live	**€1,625**
9 - 13 August 2027	Online / Live	Online / Live	**€1,625**
6 - 10 September 2027	Online / Live	Online / Live	**€1,625**
13 - 17 September 2027	Online / Live	Online / Live	**€1,625**
20 - 24 September 2027	Online / Live	Online / Live	**€1,625**
4 - 8 October 2027	Online / Live	Online / Live	**€1,625**
11 - 15 October 2027	Online / Live	Online / Live	**€1,625**
18 - 22 October 2027	Online / Live	Online / Live	**€1,625**
25 - 29 October 2027	Online / Live	Online / Live	**€1,625**

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8 - 12 November 2027	Online / Live	Online / Live	**€1,625**
15 - 19 November 2027	Online / Live	Online / Live	**€1,625**
22 - 26 November 2027	Online / Live	Online / Live	**€1,625**
1 - 5 November 2027	Online / Live	Online / Live	**€1,625**
20 - 24 December 2027	Online / Live	Online / Live	**€1,625**
27 - 31 December 2027	Online / Live	Online / Live	**€1,625**
6 - 10 December 2027	Online / Live	Online / Live	**€1,625**
13 - 17 December 2027	Online / Live	Online / Live	**€1,625**