

<https://www.isoc.com/crisis-course>

## Crisis Communication Management

<b>Face to Face</b>	ISOC London or Dubai
<b>Live Online</b>	ISOC Studio via Zoom
<b>Contact</b>	training@isoc.com
<b>Price</b>	\$600 +VAT
<b>Duration</b>	One day
<b>Dates</b>	isoc.com

**SHORT COURSES  
FOR PROFESSIONALS**

# Crisis Communication Management



## Course overview

**This practical crisis communication training course covers strategy, planning, systems and resources. You will learn to respond rapidly and defend reputation in media and online. Topics include risk mapping, teams, protocols, templates, systems, manuals and tools.**

You can join us either face to face or live online. The classroom version runs in London and Dubai as a one-day course. The online version is divided into two half-days and hosted live on Zoom from the ISOC studio, normally Monday-Tuesday at 1000-1400 London time.

Dates and booking:

<https://www.isoc.com/crisis-course>

## LEARNING OUTCOMES

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After this course, you will be able to:

- Establish your organisation's readiness for crisis communication activities to mitigate reputational damage
- Lead the process of creating a crisis strategy
- Conduct a reputational risk assessment and issues mapping process
- Set up crisis and issues monitoring systems
- Create crisis communication systems, teams, protocols, resources and plans using straightforward templates and international best practice
- Apply practical crisis management tools and ideas to your job

## Who should attend?

This is an intermediate-level course designed for learners with existing knowledge and several years of experience in communications or PR. Learning is pitched at a level to help you develop strategic approaches and apply sophisticated techniques.

This course is recommended for anyone who may be involved in managing the communications response to a crisis affecting their organisation, either behind the scenes or as a spokesperson.

# Course agenda



## Crisis Communication Strategy

This module covers the core principles of crisis communication.

- Crisis communication strategy best practice
- Principles of reputation management
- Crisis dynamics: lessons for how crises originate and develop
- Stages of crisis communication
- Key ingredients and approaches to formulating a crisis communication strategy

## Crisis Radar: Risk Assessment and Issues Mapping

This module covers practical tools and approaches for mapping problematic issues and potential sources of crisis.

- Understanding potential origins of reputational crisis
- Techniques to identify and prioritise likely sources of crisis
- How to conduct a reputation flashpoint audit
- Best practice on issues mapping and risk assessment
- Practical tools to map and prioritise reputational issues

## Crisis Communication Systems and Planning

This module covers the organisational systems that you will need in place ready to respond to a crisis.

- Who does what in a crisis? Teams and roles
- Integrating communications with other departments in a crisis
- Crisis escalation protocols
- Coordination with top management and other departments
- Drafting a “Red book” (comprehensive crisis manual)

## Communicating in Uncertain Times

This module covers how organisations should communicate with their stakeholders when “business as usual” is disrupted.

- How communication must change in uncertain times
- How to stay ahead of the curve
- How to identify and prioritise your stakeholders (who is listening, and who should be)
- How to define a response (adapting positioning to sensitive situations)
- How to get your message out



# Training at ISOC



## About ISOC

The International School of Communication is a private institution of higher learning.

We run training centres in London and Dubai and also train in-house for clients in more than 75 countries.

ISOC has been delivering specialist courses on communication for more than 15 years. We work for public and private organisations of all sizes, including blue-chip companies and national governments.

We are inspected and accredited by two UK government-regulated training authorities: Pearson Edexcel and the British Accreditation Council (BAC).



## WHAT TO EXPECT

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Learning at ISOC is fun, stimulating and effective

- Classes are based on interactive learning not lectures
- Training is built on real-world skills, not abstract theory
- Courses are short and intensive, designed for busy professionals
- Content is updated to continually to reflect innovations in best practice
- ISOC Accredited Trainer Programme faculty are top industry professionals, not academics

**ISOC courses are fun, stimulating, interesting, and designed around practical skills that you can put to work straight away**



# International School of Communication

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