

CRISIS COMMUNICATION SKILLS



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TRAINING CENTER



Introduction

A single mishandled crisis can damage an organization's reputation for years. Clear, timely, and honest communication during difficult moments determines whether stakeholders retain trust or lose confidence. This Crisis Communication Skills Training Course equips participants with practical tools to manage messaging during emergencies, public relations challenges, and organizational disruptions. Gentex Training Center designed this program for communications professionals, executives, and spokespersons who must respond quickly and credibly under pressure. Participants explore crisis communication planning, media response techniques, and stakeholder engagement strategies. Furthermore, the course covers social media monitoring, message mapping, and post-crisis evaluation methods that strengthen organizational resilience and protect brand reputation during challenging situations.

Crisis Communication Skills Course Objectives

- Develop a comprehensive crisis communication plan
- Apply the message mapping technique for clear, consistent messaging
- Draft holding statements for immediate crisis response
- Apply the CERC (Crisis and Emergency Risk Communication) model
- Conduct effective media interviews during high-pressure situations
- Monitor social media channels for crisis-related sentiment
- Coordinate communication across internal and external stakeholders
- Apply transparency principles to maintain public trust
- Manage misinformation and rumor control during crises
- Conduct post-crisis evaluations to improve future response

Course Methodology



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- Simulated crisis scenarios with real-time response exercises
- Media interview role-play with recorded feedback
- Message mapping workshops using sample crisis situations
- Social media monitoring exercises using live case studies
- Group discussions on stakeholder communication strategies
- Post-crisis debrief and evaluation practice sessions

Who Should Take This Course

- Corporate communications and public relations professionals
- Executives and organizational spokespersons
- Marketing and brand management staff
- Human resources professionals managing internal crises
- Government and public sector communications officers
- Emergency management and risk coordinators

Crisis Communication Skills Course Outlines

Day 1: Foundations of Crisis Communication

- Define crisis communication and its organizational importance
- Identify types of crises and their communication demands
- Apply the CERC model for structured crisis response
- Distinguish between proactive and reactive communication approaches
- Review case studies of effective and poor crisis responses
- Assess organizational vulnerabilities to potential crises
- Practice identifying early warning signs of emerging crises





Day 2: Crisis Communication Planning

- Develop a comprehensive crisis communication plan
- Identify key spokespersons and communication roles
- Apply message mapping techniques for consistent messaging
- Draft holding statements for immediate response
- Establish communication protocols for internal coordination
- Prepare crisis communication toolkits and templates
- Practice activating a crisis communication plan

Day 3: Media Relations During a Crisis

- Apply techniques for effective media interviews
- Manage difficult or hostile media questions
- Draft press releases and media statements under pressure
- Apply the bridging technique to redirect interview questions
- Practice on-camera and recorded interview scenarios
- Coordinate media briefings during ongoing crises
- Evaluate media coverage for accuracy and tone

Day 4: Digital and Social Media Crisis Management

- Monitor social media channels for crisis-related sentiment
- Apply rapid response techniques for online misinformation
- Draft social media statements aligned with crisis messaging
- Manage stakeholder engagement across digital platforms
- Apply rumor control strategies to prevent escalation

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- Coordinate real-time updates across communication channels
- Practice responding to social media crisis scenarios

Day 5: Stakeholder Engagement and Post-Crisis Recovery

- Coordinate communication with internal and external stakeholders
- Apply transparency principles to rebuild public trust
- Develop recovery communication strategies after a crisis
- Conduct post-crisis evaluations to identify lessons learned
- Update crisis communication plans based on evaluation findings
- Practice presenting a post-crisis report to leadership
- Conduct a final crisis communication simulation exercise

Conclusion

By successfully completing the Crisis Communication Skills Training Course, participants will have acquired practical techniques in crisis planning, media relations, and stakeholder engagement. They will gain confidence in managing messaging during emergencies, controlling misinformation, and protecting organizational reputation under pressure. Gentex Training Center remains committed to helping professionals build communication skills that strengthen organizational resilience during challenging situations.

FAQs





Q1 What is the "Crisis Communication Skills" course about?

This course teaches participants how to manage messaging during emergencies and organizational disruptions. It covers crisis communication planning, media relations, and stakeholder engagement, helping professionals respond quickly and credibly while protecting organizational reputation during difficult situations.

Q2 What are the key benefits of the "Crisis Communication Skills" course?

Participants improve response speed, strengthen media handling skills, and reduce reputational damage during crises. The course enhances stakeholder trust, improves internal coordination, and equips professionals with tools that support faster, more effective crisis recovery.

Q3 What skills will I gain from the "Crisis Communication Skills" course?

Participants develop crisis planning, media relations, message mapping, and stakeholder engagement skills. These four core competencies help professionals respond effectively under pressure, maintain consistent messaging, and rebuild trust following organizational disruptions.



Q4 What tools, methods, or standards are covered in the "Crisis Communication Skills" course?

The course covers the CERC model, message mapping techniques, holding statements, and the bridging technique for media interviews. Participants also apply social media monitoring tools and post-crisis evaluation frameworks throughout the training.

Q5 How is the "Crisis Communication Skills" course applied in real-world practice?

Participants apply crisis communication techniques when managing media inquiries, social media backlash, and internal emergency updates. These skills support daily tasks such as drafting holding statements, briefing spokespersons, and coordinating messaging across stakeholders.