

INCIDENT & CRISIS RESPONSE COMMUNICATION SKILLS



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TRAINING CENTER



Introduction

An incident is judged twice: once on what happened, and again on how the organisation communicated it. The Incident & Crisis Response Communication Skills Training Course builds the capability to communicate accurately and quickly when the stakes are highest. Participants study crisis communication frameworks, stakeholder notification, media handling, and statement drafting under time pressure. Furthermore, the programme covers rumour control, social media response, and post-incident reputation repair. Delivered by Gentex Training Center over five days, this programme suits communications officers, safety and security staff, and managers. As a result, participants protect people, trust, and reputation during critical events.

Incident & Crisis Response Communication Skills Course Objectives

- Explain crisis communication principles and the crisis lifecycle.
- Apply the CERC (Crisis and Emergency Risk Communication) framework to real incidents.
- Establish a crisis communication team with defined roles and decision rights.
- Draft holding statements, press statements, and public advisories quickly.
- Apply the STARCC principles and message discipline under pressure.
- Notify internal and external stakeholders using clear escalation protocols.
- Handle media interviews and press conferences during live incidents.
- Manage misinformation, rumours, and social media response.
- Apply the 3A model of acknowledge, align, assure in early messaging.
- Conduct post-incident reviews and rebuild reputation with evidence.

Course Methodology

- Interactive sessions grounded in crisis communication standards.

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- Live simulation exercises with time-pressured statement drafting.
- Media training with recorded interviews and structured feedback.
- Scenario workshops on industrial, security, health, and cyber incidents.
- Role-plays on stakeholder notification and difficult questions.
- Structured debriefs linking communication choices to outcomes.

Who Should Take This Course

- Public relations and corporate communications professionals.
- Government spokespersons and press office staff.
- Health, safety, and emergency response managers.
- Security, risk, and business continuity officers.
- Operations and plant managers in high-risk industries.
- Executive assistants supporting crisis response teams.
- NGO and humanitarian communication officers.

Incident & Crisis Response Communication Skills Course Outlines

Day 1: Crisis Communication Foundations

- Defining incident, emergency, crisis, and disaster.
- The crisis lifecycle: pre-crisis, response, recovery.
- The CERC framework and its guiding principles.
- Crisis communication team structure and roles.
- Spokesperson selection and authority levels.
- Common communication failures in real incidents.



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- Self-assessment: current crisis communication readiness.

Day 2: Preparation, Protocols, and Stakeholder Mapping

- Crisis communication plans and activation triggers.
- Stakeholder mapping: staff, families, public, regulators, media.
- Notification protocols, call trees, and escalation paths.
- Holding statements and pre-approved messaging templates.
- Information verification and fact-checking discipline.
- Creating a crisis communication toolkit and dark site.
- Workshop: building a crisis notification protocol.

Day 3: Crisis Messaging Under Pressure

- The STARCC principles: simplicity, timeliness, accuracy, relevance, credibility, consistency.
- The 3A model: acknowledge, align, assure.
- Drafting holding statements within tight deadlines.
- Communicating uncertainty honestly without creating alarm.
- Message discipline, bridging techniques, and soundbites.
- Choosing channels: press, social, website, hotline, briefings.
- Simulation: drafting and releasing an initial statement.

Day 4: Media Handling and Misinformation Control

- Preparing for hostile interviews and doorsteps.
- Press conference structure and question management.
- Handling "no comment" traps and speculative questions.



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- Social listening and rapid misinformation response.
- Working with journalists and building media relationships.
- Managing internal communication during a live incident.
- Simulation: a hostile press conference.

Day 5: Recovery, Review, and Action Planning

- Transitioning from crisis response to recovery messaging.
- Reputation repair strategies with evidence and action.
- Supporting affected people and community communication.
- Post-incident review and lessons-learned documentation.
- Measuring communication effectiveness and trust indicators.
- Building a 90-day crisis communication readiness plan.
- Final simulations, peer review, and course consolidation.

Conclusion

By successfully completing the Incident & Crisis Response Communication Skills Training Course, participants will have acquired practical knowledge of the CERC framework, the STARCC and 3A messaging models, crisis team structure, statement drafting, media handling, misinformation control, and post-incident review practice. In addition, they will communicate clearly and credibly during critical events. Gentex Training Center delivers this programme through live simulations and recorded media practice, so participants apply their new knowledge immediately.

FAQs





Q1 What is the "Incident & Crisis Response Communication Skills" course about?

The course teaches professionals how to communicate during incidents and crises. It covers crisis communication frameworks, team structure, stakeholder notification, statement drafting, media handling, misinformation control, and post-incident review.

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

Participants respond faster with accurate, consistent messaging and avoid the contradictions that erode trust. Furthermore, they handle hostile media confidently, correct misinformation early, and protect institutional credibility. As a result, incidents cause less reputational damage.

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

Participants gain crisis communication planning and team coordination, rapid statement drafting and message discipline, media handling and misinformation control, and post-incident review and reputation repair. These four skills combine to protect trust during critical events.



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

The programme covers the CERC framework, the STARCC principles, the 3A model of acknowledge, align and assure, holding statement and messaging templates, stakeholder notification protocols and call trees, escalation paths, press conference structures, social listening tools, bridging techniques, and post-incident review formats.

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

Professionals apply it when a serious workplace accident occurs, a data breach is detected, a health emergency spreads, a product recall begins, a service outage affects customers, or a hostile story breaks in the media. In addition, they use it to brief executives and families during critical incidents.