



Marketing and Media

# Masterclass for PR professionals in Crisis communication management

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- Location: London
  - Date: From 1/9/2025 To 5/9/2025
  - Investment: \$5950 (Excluding VAT)



LONDON ROYAL  
ACADEMY


[WWW.LONDONRA.COM](http://WWW.LONDONRA.COM)



## Course Introduction

This 5-day intensive masterclass equips public relations professionals with the advanced skills and knowledge necessary to effectively navigate and mitigate crises. Participants will gain a deep understanding of crisis communication principles, develop strategic crisis communication plans, and learn to effectively manage media relations, stakeholder engagement, and internal communications during times of crisis. The program combines theoretical frameworks with practical exercises, real-world case studies, and simulations to provide participants with the confidence and expertise to effectively protect and restore their organization's reputation.

## Training Method

- Pre-assessment
  - Live group instruction
  - Use of real-world examples, case studies and exercises
  - Interactive participation and discussion
  - Power point presentation, LCD and flip chart
  - Group activities and tests
  - Each participant receives a binder containing a copy of the presentation
  - slides and handouts
  - Post-assessment
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## Course Objectives

Upon successful completion of this masterclass, participants will be able to:

- Develop and implement comprehensive crisis communication plans: Create and execute proactive crisis communication plans tailored to specific organizational needs and potential threats.
- Identify and assess potential crises: Conduct risk assessments, identify potential crisis scenarios, and develop early warning systems.
- Manage media relations effectively: Develop key messages, conduct media interviews, and manage media inquiries during a crisis.
- Engage stakeholders effectively: Communicate effectively with internal and external stakeholders, including employees, customers, investors, and the media.
- Utilize social media effectively in crisis communication: Leverage social media platforms to monitor, respond to, and mitigate crisis situations.
- Lead and manage a crisis communication team: Coordinate and lead a crisis communication team effectively during a crisis.
- Develop and maintain strong relationships with key stakeholders: Build and maintain trust and credibility with key stakeholders to mitigate the impact of future crises.

## Who Should Attend?

This masterclass is designed for experienced public relations professionals, communication managers, and other professionals responsible for managing organizational reputation. Ideal candidates include:

- Public Relations Managers
  - Communications Directors
  - Media Relations Specialists
  - Crisis Communication Managers
  - Government Affairs Professionals
  - Corporate Communications Professionals
  - Senior Executives with communication responsibilities
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# Course Outline

## Day 1: Foundations of Crisis Communication

- Morning:
  - Introduction to Crisis Communication: Principles, best practices, and the importance of proactive planning.
  - Crisis Communication Lifecycle: Identification, assessment, preparation, response, recovery.
  - Legal and Ethical Considerations: Legal and regulatory requirements, defamation, privacy.
- Afternoon:
  - Risk Assessment and Crisis Planning: Identifying potential crises, conducting threat assessments, developing crisis communication plans.
  - Building a Crisis Communication Team: Roles and responsibilities, team training and exercises.

## Day 2: Media Relations and Stakeholder Engagement

- Morning:
  - Media Training: Preparing spokespersons for media interviews, handling difficult questions, and communicating effectively with journalists.
  - Media Monitoring and Analysis: Tracking media coverage, analyzing sentiment, and identifying key influencers.
  - Developing Key Messages: Crafting clear, concise, and consistent messages for internal and external stakeholders.
- Afternoon:
  - Stakeholder Engagement Strategies: Communicating with employees, customers, investors, and other key stakeholders during a crisis.
  - Building and Maintaining Relationships with Key Media: Cultivating relationships with journalists and media outlets.

## Day 3: Social Media in Crisis Communication

- Morning:
  - Social Media Monitoring and Listening: Tracking social media conversations, identifying emerging issues, and monitoring brand reputation.

# Course Outline

- Social Media Engagement Strategies: Responding to social media inquiries, managing online reputation, and utilizing social media for crisis communication.
- Social Media Crisis Simulation: Hands-on exercise in managing a social media crisis.
- Afternoon:
  - Ethical Considerations in Social Media Crisis Communication: Authenticity, transparency, and responsible use of social media.

## Day 4: Crisis Communication Case Studies & Simulations

- Morning:
  - Analyzing Real-World Crisis Cases: Examining successful and unsuccessful crisis communication responses.
  - Crisis Communication Simulations: Participating in simulated crisis scenarios and practicing communication strategies.
  - Developing Crisis Communication Playbooks: Creating customized crisis communication plans for specific organizational scenarios.
- Afternoon:
  - Crisis Communication Tools and Technologies: Utilizing crisis communication software, media monitoring tools, and other relevant technologies.

## Day 5: Crisis Leadership & Continuous Improvement

- Morning:
  - Leadership in Crisis Situations: Decision-making under pressure, maintaining composure, and leading with empathy.
  - Crisis Communication Training and Preparedness: Developing and conducting crisis communication training programs for employees.
  - Post-Crisis Review and Evaluation: Conducting post-crisis reviews, identifying lessons learned, and improving crisis communication plans.
- Afternoon:
  - The Future of Crisis Communication: Emerging trends and technologies, the impact of AI, and preparing for future challenges.
  - Q&A Session and Course Wrap-up

# Registration & Payment

Complete & Mail to London Royal Academy or email  
registration@londonra.com

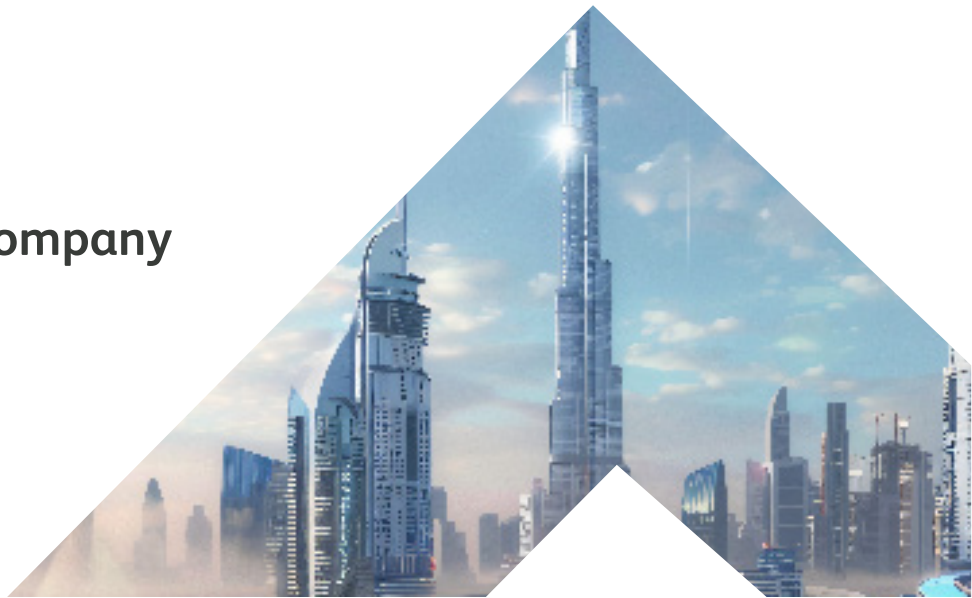


## Registration Form

- Full Name (Mr / Ms / Dr / Eng) .....
- Position .....
- Telephone / Mobile .....
- Personal E-Mail .....
- Official E-Mail .....
- Company Name .....
- Address .....
- City / Country .....

## Payment Options

- ☐ Please invoice me
- ☐ Please invoice my company





# Terms & Conditions

Complete & Mail to London Royal Academy or email

[registration@londonra.com](mailto:registration@londonra.com)



## Cancellation and Refund Policy

Delegates have 14 days from the date of booking to cancel and receive a full refund or transfer to another date free of charge. If less than 14 days' notice is given, then we will be unable to refund or cancel the booking unless on medical grounds. For more details about the Cancellation and Refund policy, please visit

[www.londonra.com/terms-and-conditions/](http://www.londonra.com/terms-and-conditions/)

## Registration & Payment

Please complete the registration form on the course page & return it to us indicating your preferred mode of payment. For further information, please get in touch with us

## Course Materials

The course material, prepared by the LRA, will be digital and delivered to candidates by email

## Certificates

Accredited Certificate of Completion will be issued to those who attend & successfully complete the programme.

## Travel and Transport

We are committed to picking up and dropping off the participants from the airport to the hotel and back.





# VENUES

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# OUR PARTNERS





# THANK YOU

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