



Marketing and Media

# Crisis Communication Management for PR Professionals

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- Location: London
  - Date: From 17/2/2025 To 21/2/2025
  - Investment: \$5950 (Excluding VAT)



**LONDON ROYAL**  
ACADEMY


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



## Course Introduction

This 5-day intensive course equips public relations professionals with the essential knowledge and skills to effectively manage and mitigate crises. Participants will learn to anticipate potential crises, develop proactive communication strategies, and respond effectively to a range of challenging situations, from social media storms to natural disasters.

## 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 course, participants will be able to:

- Identify and assess potential crisis situations that may impact their organization.
- Develop and implement a comprehensive crisis communication plan.
- Build and maintain strong relationships with key stakeholders (media, government, community).
- Effectively communicate during a crisis using various channels (press releases, social media, media interviews).
- Monitor and analyze media coverage and public sentiment.
- Manage social media crises and effectively engage with online audiences.
- Conduct crisis simulations and tabletop exercises.
- Adhere to ethical and legal considerations in crisis communication.

## Who Should Attend?

This course is designed for:

- Public Relations Managers/Directors
- Communications Specialists
- Media Relations Professionals
- Social Media Managers
- Crisis Communication Specialists
- Government Communications Officers
- Any professional involved in corporate or organizational communication

# Course Outline


## Day 1: Crisis Communication Fundamentals

- Defining Crisis Communication and its Importance
- Types of Crises (Natural Disasters, Product Recalls, Scandals, etc.)
- Crisis Communication Planning Framework
- Identifying and Assessing Potential Crises

## Day 2: Stakeholder Management & Media Relations

- Building and Maintaining Relationships with Key Stakeholders
- Media Relations Strategies in a Crisis
- Press Conferences and Media Interviews
- Dealing with Hostile Media Inquiries

## Day 3: Social Media in a Crisis


- The Role of Social Media in Crisis Communication
  - Monitoring and Analyzing Social Media Sentiment
  - Responding to Social Media Crises (e.g., Rumors, Trolls, Online Attacks)
  - Developing Effective Social Media Communication Strategies
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# Course Outline

## Day 4: Crisis Communication Tools & Techniques

- Crisis Communication Messaging Frameworks
- Developing Crisis Communication Materials (Press Releases, FAQs, Talking Points)
- Crisis Communication Simulations and Tabletop Exercises
- Ethical Considerations in Crisis Communication

## Day 5: Crisis Leadership & Best Practices

- Leading a Crisis Communication Team
  - Communicating with Employees and Internal Stakeholders
  - Crisis Recovery and Reputation Management
  - Case Studies and Real-World Examples
  - Q&A and Wrap-up
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# 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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# THANK YOU

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