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BUSINESS CONTINUITY AND CRISIS MANAGEMENT | COURSE

# Certified Crisis Management Professional (CCMP)


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# Course content

## Why Attend

This course provides participants with concrete crisis management solutions and strategies, while giving insight into the delivery of effective Crisis Command, Control, Communications & Intelligence (C3i) implementation and stakeholder response.

This is a practical course that provides participants with a framework that is aligned with the British Standards Institute (BSI) BS 11200, coherence with NCEMA 7000 and ISO 22301 and international requirements. It includes specific templates for Crisis Management that participants will be able to take away to use in their own organizations.

It incorporates elements that bring Crisis Management to life; and the course identifies how to analyze complex incidents in order to deliver effective solutions through best-in-class processes and procedures for building an operational response.

For anyone who wants to gain a greater understanding of Crisis Management, and wants to be challenged by realistic scenarios, this is an opportunity not to miss.

This course will be highly interactive and include group discussions, videos, case studies and syndicate work.

Participants will be involved in scenario based Crisis Management development exercises during the course, and be given support to initiate their own Crisis Management strategy throughout the 4 days.

By the end of the course, participants will be able to:

- Understand Crisis Management and its preferred framework for the private and public sectors
- Understand escalation of incident to crisis to disaster
- Understand Civil Defence responsibilities
- Apply effective crisis management tools and techniques for when an organization is under pressure
- Develop an effective stakeholder management plan for use in a crisis
- Identify measures that would improve their organizations' crisis management capabilities



# Course content

## Why Attend

This course is designed for those working in a non-hazardous environment such as corporate offices, retail, transport, hospitality, healthcare public services, etc. It is ideal for senior managers who are responsible for dealing with crises at strategic and tactical levels, as well as operations managers and crisis management team personnel. Business continuity, quality, and audit professionals such as Business Continuity Managers (BCM), Business Continuity Coordinators (BCC), or anyone with the responsibility for, or involvement with Business Continuity Plans (BCP) and/or auditing of Crisis Management Plans would also benefit from this course.

- Crisis Management
- Business Continuity Management
- Risk Management
- Contingency Planning
- Internal & External Audit

## Course outline

### Crisis Management Overview

- Define Crisis Management
- Crisis Management framework
- The Crisis Management relationship and dependency on other standards (e.g. Business Continuity, Risk Management and Emergency Management)
- Exactly what is a crisis?
- Making the distinction between an incident, a crisis and a catastrophe

### Threat Scenarios

- What is a threat scenario?
- Deciding which threat scenarios to plan for



# Course content

## Course outline

• National Risk Registers, associated legislation and civil emergency responses

• Methods for controlling risk

• The Cyber Threat (identified as the number one threat on the Business Continuity Institute Threat Horizon survey)

### Crisis Management Core Concepts

• Brand, image and reputation

• The phases of a crisis

• Understanding the cause of a crisis

• Twelve steps to help an organisation through a crisis

• The implications of the nature of a crisis

• Recovering from a crisis

### Avoiding the Avoidable

• A few precautions can make all the difference

• Protecting your most important assets

### Crisis Management Team

• Leadership – The profile of a good Crisis Management leader

• Crisis Management Team structure

• When the leader is the problem

• Succession Planning – the Crisis Management Team and beyond

• Strategies, structures and command

• Managing crisis generated stress



# Course content

## Course outline

• Crisis Management and Communication

### Preparing your communication and media response plan

• Internal communications

• External communications

• Mobilising your crisis teams

• Stakeholder management

• What to say and what to avoid saying

### The Paradox that is Social Media

• Social Media overview

• Has Crisis Management become a spectator sport?

• Monitoring social media

• Can social media cause a crisis?

• Could a serious civil emergency saturate social media?

### Training and Exercising

• Why validate your Crisis Management plan

• Learning to walk before you try to run

• Creating a training and exercising programme

• Planning an exercise

• Lessons learned

### Managing a Crisis in a Parallel Universe

• Crisis Management case study



# Course content

## Course outline

• Crisis Management role play scenario



# Seminar dates

## Available seminar dates

Live dates and pricing for Certified Crisis Management Professional (CCMP) generated from the course details page.

| Date | Location | Format | Fee |
|---|---|---|---|
| 2 - 6 November 2026 | Frankfurt - Germany | Classroom | **€2,600.-** |
| 21 - 25 December 2026 | Barcelona - Spain | Classroom | **€3,080.-** |
| 18 - 22 January 2027 | Amsterdam - Netherlands | Classroom | **€3,400.-** |
| 15 - 19 February 2027 | Geneva - Switzerland | Classroom | **€4,200.-** |
| 15 - 19 March 2027 | Istanbul - Turkey | Classroom | **€2,280.-** |
| 19 - 23 April 2027 | Vienna - Austria | Classroom | **€3,400.-** |
| 17 - 21 May 2027 | Barcelona - Spain | Classroom | **€3,080.-** |
| 21 - 25 June 2027 | Paris - France | Classroom | **€3,600.-** |
| 19 - 23 July 2027 | Frankfurt - Germany | Classroom | **€2,600.-** |
| 16 - 20 August 2027 | Barcelona - Spain | Classroom | **€3,080.-** |
| 20 - 24 September 2027 | Amsterdam - Netherlands | Classroom | **€3,400.-** |
| 18 - 22 October 2027 | Cape Town - South Africa | Classroom | **€2,272.-** |
| 15 - 19 November 2027 | Istanbul - Turkey | Classroom | **€2,280.-** |
| 20 - 24 December 2027 | Vienna - Austria | Classroom | **€3,400.-** |

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|---|---|
| **Live online option** | Online delivery is available at €1,850.-. |