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BUSINESS CONTINUITY AND CRISIS MANAGEMENT | BCCM-001

Media Management in Crisis Communications

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Course content

Why Attend

In today's fast-moving digital world, a crisis can escalate within minutes and severely damage an organization's reputation, operations, and stakeholder trust. Effective media management during crises is essential to control the narrative, reduce misinformation, and maintain public confidence. This course equips participants with practical skills to manage media relations, communicate effectively under pressure, and develop structured crisis communication strategies that protect organizational reputation and ensure timely, transparent messaging.

Course Methodology

This course combines communication theory with realistic crisis simulations and media handling exercises. Participants will engage in press briefing role-plays, crisis scenario workshops, and message development exercises. Case studies from real-world corporate, governmental, and industrial crises will be analyzed. Practical sessions will focus on spokesperson training, media response planning, and digital communication strategies.

Course Objectives

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

- Understand principles of crisis communication and media management
- Develop structured crisis communication plans
- Respond effectively to media inquiries during crises
- Manage organizational reputation under pressure
- Deliver clear, consistent, and timely messages
- Handle social media communication during emergencies
- Identify and mitigate communication risks
- Act as an effective spokesperson in crisis situations



Course content

Target Audience

- Public Relations and Communications Professionals
- Corporate Communication Managers
- Media Relations Officers
- Senior Managers and Executives
- Government and Public Sector Officials
- Crisis Management and Risk Professionals

Target Competencies

- Crisis communication planning and execution
- Media relations and spokesperson skills
- Strategic messaging and storytelling
- Reputation management
- Digital and social media crisis handling
- Decision-making under pressure
- Stakeholder communication and engagement

Course outline

Day 1: Foundations of Crisis Communication

- What is a crisis and types of crises
- Principles of crisis communication
- Communication lifecycle during a crisis
- Role of media in crisis situations
- Common communication failures and risks



Course content

Course outline

Day 2: Crisis Communication Planning

- Developing crisis communication plans
- Stakeholder identification and prioritization
- Message development and key messaging frameworks
- Internal vs external communication strategies
- Crisis communication teams and roles

Day 3: Media Relations During Crisis

- Understanding media behavior in crises
- Handling press inquiries and interviews
- Preparing press releases and statements
- Spokesperson preparation and training
- Managing difficult media questions

Day 4: Digital and Social Media Crisis Management

- Role of social media in crisis escalation
- Monitoring online sentiment and misinformation
- Real-time communication strategies
- Managing rumors and fake news
- Digital reputation protection strategies

Day 5: Crisis Simulation and Advanced Techniques

- Full crisis simulation exercise (real-time scenario)
- Media briefing and press conference role-play
- Decision-making under pressure



Course content

Course outline

- Lessons learned from global crisis case studies
- Final crisis communication action plan



Seminar dates

Available seminar dates

Live dates and pricing for Media Management in Crisis Communications generated from the course details page.

Date	Location	Format	Fee
2 - 6 November 2026	Kuala lumpur - Malaysia	Classroom	**€1,800.-**
21 - 25 December 2026	Barcelona - Spain	Classroom	**€3,080.-**
18 - 22 January 2027	Barcelona - Spain	Classroom	**€3,080.-**
15 - 19 February 2027	Paris - France	Classroom	**€3,600.-**
15 - 19 March 2027	Frankfurt - Germany	Classroom	**€2,600.-**
19 - 23 April 2027	Barcelona - Spain	Classroom	**€3,080.-**
17 - 21 May 2027	Frankfurt - Germany	Classroom	**€2,600.-**
21 - 25 June 2027	Rome - Italy	Classroom	**€3,400.-**
19 - 23 July 2027	Kuala lumpur - Malaysia	Classroom	**€1,800.-**
16 - 20 August 2027	Barcelona - Spain	Classroom	**€3,080.-**
20 - 24 September 2027	Barcelona - Spain	Classroom	**€3,080.-**
18 - 22 October 2027	Paris - France	Classroom	**€3,600.-**
15 - 19 November 2027	Frankfurt - Germany	Classroom	**€2,600.-**
20 - 24 December 2027	Barcelona - Spain	Classroom	**€3,080.-**

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