Strategic Corporate Communication and Crisis Management Training Course



02 - 06 Nov 2026

Amsterdam

5900 € (Per Person)

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Course Introduction / Overview:

In today's hyper-connected and volatile business landscape, the ability to manage corporate communication strategically and respond effectively to crises is no longer a specialized skill but a core business necessity. This course provides a comprehensive framework for mastering both disciplines, recognizing that proactive communication is the best defense against reputational damage. We will explore the intricate dynamics of stakeholder engagement, internal messaging, and public perception, moving beyond theory to practical application. Drawing on foundational concepts from leading academics like Timothy Coombs, particularly his work on Situational Crisis Communication Theory (SCCT) detailed in his book "Ongoing Crisis Communication: Planning, Managing, and Responding," participants will learn to build resilient communication infrastructures. This program, offered by BIG BEN Training Center, is meticulously designed to equip professionals with the tools to not only manage crises but to leverage strategic communication to build a stronger, more trusted corporate brand. It is an intensive journey from foundational principles to advanced crisis simulation, ensuring participants leave with actionable strategies to protect and enhance their organization's reputation in any scenario.

Target Audience / This training course is suitable for:

- Public Relations Managers and Specialists.
- Corporate Communications Directors.
- Crisis Management Team Members.
- Marketing and Brand Managers.
- Human Resources Professionals.
- Executive Leadership and C-Suite Officers.
- Legal and Compliance Officers.
- Investor Relations Professionals.
- Operations Managers and Department Heads.
- Anyone responsible for organizational reputation and stakeholder communication.

Target Sectors and Industries:

- Banking and Financial Services.
- Healthcare and Pharmaceuticals.
- Technology and Telecommunications.
- Energy, Oil, and Gas.
- Aviation and Transportation.
- Retail and Consumer Goods.
- Hospitality and Tourism.
- Governmental Bodies and Public Sector Agencies.
- Non-Profit and Non-Governmental Organizations.
- Manufacturing and Industrial Sectors.

Target Organizations Departments:

- Corporate Communications Department.
- Public Relations and Media Relations Department.
- Marketing and Brand Management Department.
- Human Resources Department.
- Executive Leadership and Senior Management.
- Legal and Compliance Department.
- Investor Relations Department.
- Customer Service and Support Department.
- Risk Management Department.

Course Offerings:

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

- Develop a comprehensive and integrated corporate communication strategy.
- Identify potential risks and vulnerabilities to organizational reputation.
- Construct a robust, actionable crisis management and communication plan.
- Master techniques for effective internal and external stakeholder communication.
- Manage media relations effectively during high-pressure situations.
- Serve as a confident and credible organizational spokesperson.
- Utilize digital and social media for proactive communication and crisis response.
- Conduct post-crisis analysis to facilitate organizational learning and recovery.
- Align communication efforts with corporate social responsibility and ethical standards.
- Lead communication initiatives that build and protect brand equity.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, ensuring that participants can immediately apply their learning in a professional context. We move beyond traditional lectures to foster an environment of active engagement and experiential learning. The course heavily relies on real-world case studies of both successful and unsuccessful corporate communication and crisis management campaigns, allowing for in-depth analysis and discussion. A significant portion of the training is dedicated to hands-on workshops, group exercises, and role-playing simulations, such as mock press conferences and crisis team meetings. This approach allows participants to practice their skills in a controlled, safe environment while receiving constructive feedback from the instructor and peers. Collaborative projects will encourage teamwork and problem-solving, mirroring the cross-departmental cooperation required in actual crisis scenarios. The program emphasizes a participant-centered learning model, where open dialogue, shared experiences, and critical thinking are encouraged to create a rich and dynamic educational journey.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Corporate Communication

- The modern corporate communication landscape.
- Integrating communication with overall business strategy.
- Stakeholder theory and audience mapping techniques.
- Developing key messages and a consistent corporate narrative.
- The role of internal communication in employee engagement and advocacy.
- Communication ethics and corporate social responsibility (CSR).
- Conducting a comprehensive communication audit.

Unit Two: Building and Managing Corporate Reputation

- Understanding the components of corporate reputation.
- Strategies for proactive reputation management.
- Fundamentals of media relations and building journalist relationships.
- Crafting effective press releases, media kits, and pitches.
- Leveraging digital PR and online presence for brand building.
- Monitoring and measuring communication effectiveness and brand sentiment.
- Aligning brand identity with corporate culture.

Unit Three: Principles of Crisis Management and Preparedness

- Defining a crisis and understanding the crisis lifecycle.
- Proactive issue management vs. reactive crisis response.
- Conducting a thorough risk and vulnerability assessment.
- Forming and training a dedicated Crisis Management Team (CMT).
- Developing a comprehensive crisis management plan (CMP).
- The importance of the first response and the "golden hour".
- Legal and regulatory considerations in crisis situations.

Unit Four: Crisis Communication in Action

- Applying Situational Crisis Communication Theory (SCCT).
- Developing clear, consistent, and empathetic crisis messaging.
- Spokesperson training, techniques, and on-camera practice.
- Managing the flow of information across multiple channels.
- Navigating the challenges of social media during a crisis.
- Engaging with internal stakeholders and employees during a crisis.
- Techniques for de-escalating conflict and managing public perception.

Unit Five: Post-Crisis Recovery and Future-Proofing

- Conducting a thorough post-crisis evaluation and report.
- Strategies for rebuilding trust with stakeholders.
- Communicating recovery efforts and organizational changes.
- Learning from the crisis to strengthen future preparedness.
- Updating and refining the crisis management and communication plans.
- Running crisis simulations and drills for continuous improvement.
- Transforming a crisis into an opportunity for positive organizational change.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of instant information and misinformation, how can an organization balance the need for transparency with the legal and strategic imperatives of crisis containment?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by holistically integrating the disciplines of strategic corporate communication and crisis management, treating them not as separate functions but as two sides of the same coin. While many programs focus solely on the reactive measures of crisis response, our curriculum places significant emphasis on proactive reputation building and risk mitigation as the foundation of effective crisis preparedness. We move beyond theoretical frameworks by immersing participants in highly realistic, dynamic simulations that mirror the pressures and complexities of real-world scenarios. The methodology prioritizes the development of leadership communication skills under duress, focusing on the nuances of empathy, credibility, and strategic messaging. Rather than simply providing a checklist of actions, this course, guided by established academic principles like Coombs' SCCT, cultivates a strategic mindset. Participants learn to analyze situations, select appropriate response strategies, and adapt their communication in real-time. The focus is on building resilient organizations and confident leaders who can navigate any communication challenge with foresight and integrity.