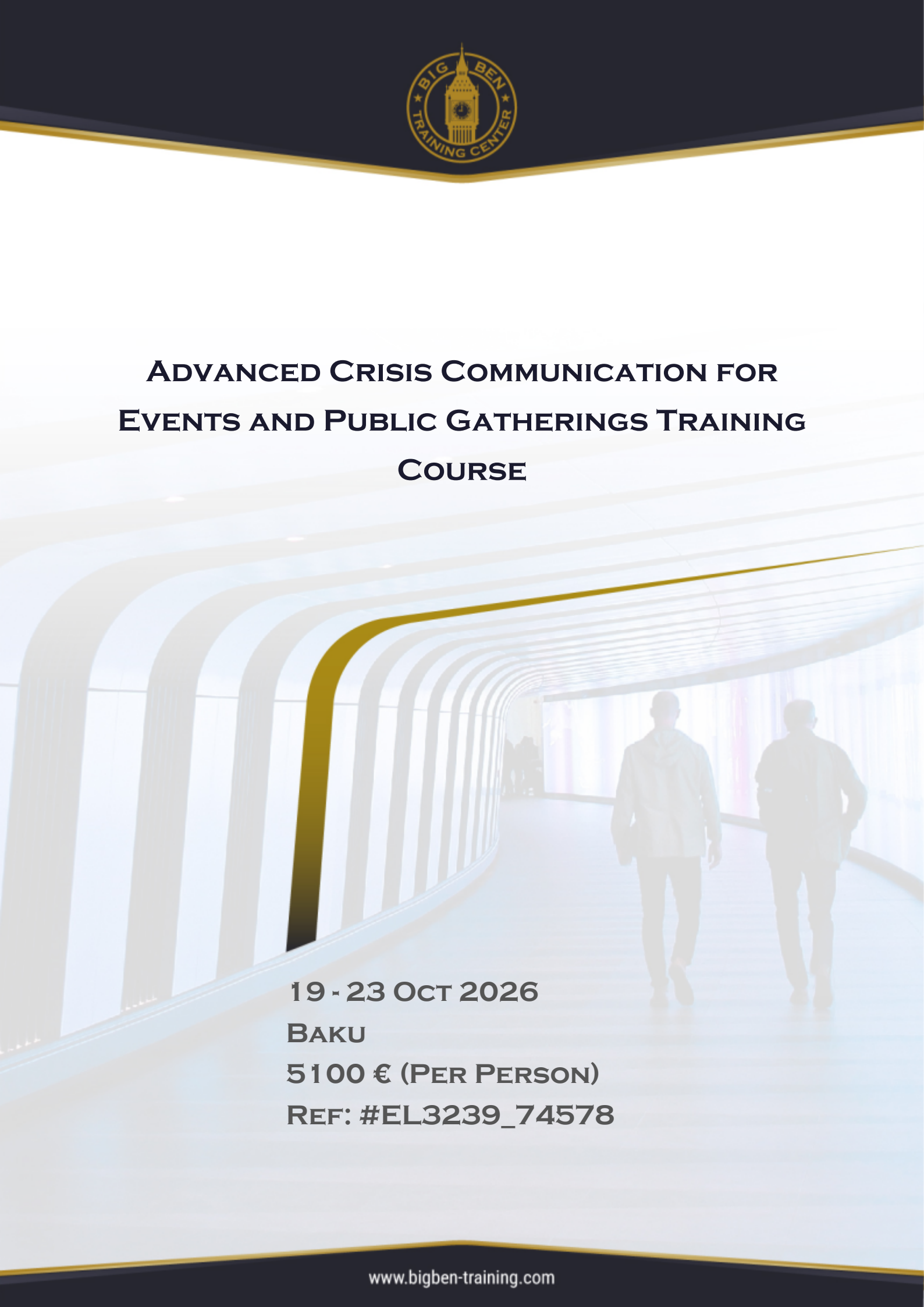
Advanced Crisis Communication for Events and Public Gatherings Training Course



19 - 23 Oct 2026

Baku

5100 € (Per Person)

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Course Introduction / Overview:

This comprehensive training course is designed to provide event professionals with the strategic skills and practical knowledge needed to prepare for, manage, and recover from a crisis during an event or public gathering. It moves beyond standard risk management to a proactive approach to communication, reputation protection, and stakeholder management in high-stakes situations. The curriculum is informed by academic research and industry best practices, drawing on a core framework similar to that found in "Event Risk Management and Safety" by Peter Tarlow, which emphasizes the critical link between safety planning and crisis communication. Participants will learn how to identify potential threats, develop a robust communication plan, and execute a response that ensures the safety of attendees and preserves the integrity of the organization. BIG BEN Training Center has developed this program to be highly interactive and scenario-based, using case studies of real-world events that face unexpected challenges. The training emphasizes a calm, strategic, and transparent approach to communication, empowering professionals to turn a potential disaster into a demonstration of competence and care.

Target Audience / This training course is suitable for:

- Event managers and coordinators.
- Public relations and communication professionals.
- Security and risk management officers.
- Venue operations and safety staff.
- Marketing and brand managers.
- Emergency response personnel.
- Government and public sector employees.

Target Sectors and Industries:

- Live events and festivals.
- Conferences and trade shows.
- Hospitality and tourism.
- Corporate and public gatherings.
- Sports and entertainment.
- Non-profit organizations.
- Government agencies and equivalents.

Target Organizations Departments:

- Events and meetings.
- Public relations and communications.
- Security and risk management.
- Operations and logistics.
- Legal and compliance.
- Customer service and support.
- Executive leadership.

Course Offerings:

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

- Develop a comprehensive crisis communication plan tailored for events.
- Identify potential risks and vulnerabilities in event operations.
- Craft and deliver clear, consistent messages during a crisis.
- Manage media and social media narratives in real-time.
- Coordinate with emergency services and law enforcement.
- Conduct a post-crisis analysis and implement lessons learned.
- Protect the organization's reputation and brand integrity.

Course Methodology:

This training course employs a highly interactive and scenario-based methodology to provide a practical and deep understanding of crisis communication. The program combines expert-led sessions with a series of mock crisis drills and simulations where participants will be challenged to respond to a variety of emergencies, such as a security threat, a public health issue, or a technical failure. The curriculum, offered by BIG BEN Training Center, is designed to simulate the high-pressure environment of a real crisis, with exercises that include writing a press statement, conducting a mock press conference, and managing social media in real-time. The training is structured to foster a collaborative learning environment, with opportunities for peer review and feedback on response strategies. This practical and dynamic approach ensures that participants are not only knowledgeable about the theory of crisis communication but are also equipped with the skills and confidence to act decisively and effectively when a crisis strikes.

Course Agenda (Course Units):

Unit One: Foundations of Crisis Planning

- The anatomy of an event crisis.
- Identifying and assessing event-specific risks.
- Developing a crisis communication team.
- Creating a pre-approved message library.
- Building relationships with first responders and media.
- The legal and ethical dimensions of crisis communication.
- Case studies in event failures.

Unit Two: Pre-Crisis Communication and Preparation

- Establishing communication channels.
- Developing an internal communication strategy.
- Creating a stakeholder contact list.
- The role of social media monitoring.
- Training spokespeople and key personnel.
- Simulating a crisis drill.
- Managing pre-event public perception.

Unit Three: Real-Time Crisis Response

- The first hour of a crisis: key actions and decisions.
- Crafting and delivering initial statements.
- Managing live media and press conferences.
- Utilizing social media for real-time updates.
- Communication with attendees and staff.
- The importance of empathy and transparency.
- Coordination with external agencies.

Unit Four: Post-Crisis Recovery

- Assessing the impact and damage.
- Developing a long-term recovery strategy.
- Communicating with stakeholders and the public.
- Conducting a post-mortem analysis.
- Rebuilding trust and reputation.
- Learning from the crisis.
- The role of apology and accountability.

Unit Five: The Future of Event Safety

- Emerging technologies in event security.
- Utilizing data for risk prediction.
- The impact of public health and climate issues.
- Building a career in event risk management.
- Adapting to a constantly changing landscape.
- Strategic leadership in a crisis.
- Action planning for professional development.

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:

How does a proactive and well-rehearsed crisis communication plan fundamentally change an organization's ability to maintain public trust and brand integrity in the face of an unexpected event failure?

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

This training course is distinguished by its laser-focus on crisis communication specifically within the high-stakes environment of events and public gatherings. Unlike generic PR courses, this curriculum, developed by BIG BEN Training Center, provides a tailored framework for managing situations where safety, reputation, and public trust are on the line. The program's use of realistic simulations and hands-on drills sets it apart, allowing participants to experience the pressure of a crisis and practice their response in a controlled environment. Its emphasis on strategic thinking, coordination with emergency services, and real-time media management ensures that participants are not just prepared but are also capable of leading their teams through a difficult situation with confidence and competence.