Crisis Communication and Public Relations Excellence Training Course



19 - 23 Oct 2026

Munich

5100 € (Per Person)

Ref: #GOV6154_72034

Course Introduction / Overview:

This comprehensive training course provides a strategic framework for managing a crisis and building public relations excellence in an unpredictable world. In today's hyper-connected landscape, a single misstep or unforeseen event can severely damage an organization's reputation and bottom line. This course, offered by BIG BEN Training Center, is grounded in the foundational principles of public relations, drawing on the academic work of leading authors like Timothy Coombs, whose book "Ongoing Crisis Communication" provides a critical framework for preparing for, responding to, and recovering from crises. We will explore how to move beyond a reactive stance and adopt a proactive, strategic approach to communication that builds trust and resilience before a crisis hits. Participants will learn to identify potential risks, develop a robust crisis communication plan, and master the art of delivering clear, empathetic messages under pressure. By the end of this program, you will possess the tools to not only navigate a crisis with confidence, but to turn a challenging situation into an opportunity to strengthen your organization's reputation.

Target Audience / This training course is suitable for:

- Public relations and corporate communication managers.
- Marketing and brand management professionals.
- Executive leadership and spokespersons.
- Crisis management and risk assessment teams.
- Public affairs and government relations specialists.
- Anyone responsible for an organization's reputation.

Target Sectors and Industries:

- Corporate and private sectors.
- Government and public administration agencies.
- Non-profit organizations and NGOs.
- Healthcare and pharmaceuticals.
- Hospitality and tourism.
- Technology and finance.

Target Organizations Departments:

- Communications and Public Relations.
- Legal and Regulatory Affairs.
- Executive and C-Suite.
- Risk Management.
- Human Resources.
- Operations.

Course Offerings:

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

- Conduct a comprehensive crisis vulnerability audit.
- Develop a proactive crisis communication plan.
- Craft clear, consistent, and empathetic messages under pressure.
- Master media relations and spokesperson techniques.
- Manage social media during a crisis.
- Monitor and analyze public sentiment and online chatter.
- Build trust with stakeholders before a crisis occurs.
- Navigate ethical dilemmas in public relations.
- Coordinate a unified response across an organization.
- Implement a post-crisis recovery strategy.

Course Methodology:

This training course at BIG BEN Training Center uses a highly interactive and practical approach to ensure participants can immediately apply their new skills. We move away from simple lectures and instead use a blend of engaging activities, including high-stakes simulations, role-playing exercises, and real-world case studies. For example, participants will respond to a simulated crisis scenario, such as a product recall or data breach, and practice delivering a public statement under time pressure. Collaborative workshops will allow for peer-to-peer learning, where attendees can share challenges and best practices from their own organizations. The course also includes hands-on practice sessions for drafting press releases and social media responses. We emphasize a continuous feedback loop, not just for employees but for the participants themselves. Throughout the program, our experienced instructors provide personalized guidance and constructive feedback, creating a supportive learning environment that prepares professionals for the complexities of their roles.

Course Agenda (Course Units):

Unit One: Foundations of Crisis Preparedness

- Understanding the crisis lifecycle.
- Identifying and assessing potential risks and vulnerabilities.
- Building a crisis communication team.
- Developing a robust crisis communication plan.
- Creating a spokesperson protocol.
- The role of organizational culture in crisis resilience.
- Case studies of successful crisis preparation.

Unit Two: Communication Strategies in a Crisis

- Key principles of effective crisis messaging.
- Crafting clear, transparent, and empathetic statements.
- Communicating with internal and external stakeholders.
- Media relations and handling difficult questions.
- Managing the 24/7 news cycle.
- The role of social media as a real-time communication channel.
- Monitoring and analyzing public perception.

Unit Three: Public Relations Excellence

- The strategic role of public relations in building reputation.
- Developing a positive brand narrative.
- Media outreach and relationship building.
- Creating compelling content for various platforms.
- Engaging with the public and key influencers.
- Ethical considerations in public relations.
- Measuring the impact of communication efforts.

Unit Four: Post-Crisis Recovery and Resilience

- Conducting a post-crisis review and debrief.
- Repairing organizational reputation and trust.
- Developing a long-term recovery strategy.
- Learning from the crisis and preventing future ones.
- Rebuilding stakeholder relationships.
- The role of leadership in post-crisis communication.
- Turning a crisis into a strategic learning opportunity.

Unit Five: Modern PR and Emerging Trends

- The impact of digital media on public relations.
- Leveraging data analytics for communication strategy.
- Navigating misinformation and disinformation.
- The role of AI in crisis communication.
- Future trends in public relations.
- Building an integrated communication plan.
- The global nature of crises.

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 age of instant, unfiltered information on social media, can an organization truly control its narrative during a crisis, or is its role limited to reacting with integrity and speed?

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

This training course distinguishes itself by integrating two critical disciplines: crisis communication and broader public relations excellence. We believe you cannot master one without the other. Our program is not just about reacting to a crisis, but about building the foundational trust and reputation that can protect an organization when a crisis hits. The course offers high-stakes, realistic simulations that force participants to apply their knowledge under pressure, providing a hands-on experience that is invaluable. Unlike programs that provide generic templates, our content is tailored to the specific challenges of different sectors, from corporate to public administration. It is this blend of academic rigor, practical application, and a proactive focus on building a resilient brand that sets this program apart from others.