Advanced Crisis Management and Media Response Simulation Training Course



02 - 06 Nov 2026

Amsterdam

5900 € (Per Person)

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Course Introduction / Overview:

In today's hyper-connected world, a crisis can erupt in an instant, threatening an organization's reputation, financial stability, and stakeholder trust. Proactive preparation is no longer an option but a strategic necessity. This intensive training course is meticulously designed to move beyond theoretical knowledge and immerse participants in the practical realities of crisis management and media response. Drawing upon established frameworks like Timothy Coombs's Situational Crisis Communication Theory, detailed in his seminal work "Ongoing Crisis Communication: Planning, Managing, and Responding," this program provides a robust foundation for navigating complex challenges. Participants will learn to anticipate potential threats, develop resilient crisis communication plans, and master the art of engaging with the media under intense pressure. At BIG BEN Training Center, we believe in the power of experiential learning, which is why this course is built around high-fidelity simulations that replicate the stress and uncertainty of a real-world crisis, ensuring that you are not just informed but truly prepared to lead your organization confidently through any storm. This course provides a comprehensive A to Z guide for protecting and managing corporate reputation effectively.

Target Audience / This training course is suitable for:

- Public Relations and Communications Directors.
- Corporate Spokespersons and Media Relations Officers.
- C-Suite Executives (CEOs, COOs, CFOs).
- Emergency Response and Business Continuity Managers.
- Legal Counsel and Compliance Officers.
- Senior Managers and Department Heads.
- Human Resources and Investor Relations Professionals.
- Government and Public Affairs Officials.

Target Sectors and Industries:

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

Target Organizations Departments:

- Corporate Communications and Public Relations.
- Executive Leadership and Senior Management.
- Legal and Regulatory Affairs.
- Risk Management and Compliance.
- Operations and Logistics.
- Marketing and Brand Management.
- Human Resources.
- Investor Relations.

Course Offerings:

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

- Develop a comprehensive and actionable crisis communication plan.
- Identify potential vulnerabilities and conduct a thorough risk assessment.
- Master on-camera interview techniques and deliver messages with confidence.
- Manage and respond to social media crises in real-time.
- Effectively act as a designated spokesperson during high-pressure situations.
- Craft clear, concise, and consistent holding statements and key messages.
- Lead a crisis management team with authority and clear direction.
- Conduct realistic crisis simulation drills within their own organization.
- Analyze and de-brief a crisis to foster organizational learning and resilience.
- Protect and rebuild corporate reputation during and after a crisis.

Course Methodology:

The training methodology for this course is centered on active, experiential learning to ensure maximum skill retention and practical application. BIG BEN Training Center has designed a highly interactive and immersive program that moves beyond traditional lectures. A significant portion of the course is dedicated to hands-on, realistic simulations, including mock press conferences, challenging on-camera interviews, and real-time social media crisis scenarios. These exercises are video-recorded, allowing for detailed, constructive feedback and personalized coaching from our expert instructors. The methodology incorporates in-depth case study analysis of real-world corporate crises, enabling participants to dissect successful and unsuccessful strategies. Collaborative group workshops and brainstorming sessions encourage peer-to-peer learning and the development of team-based problem-solving skills. This blended approach ensures that participants not only understand the theories of crisis management but also gain the confidence and practical skills needed to perform effectively under the immense pressure of a real crisis, transforming theoretical knowledge into ingrained professional capability.

Course Agenda (Course Units):

Unit One Foundations of Modern Crisis Management

- Defining the spectrum of corporate crises.
- The lifecycle of a crisis from pre-crisis to post-crisis.
- Stakeholder mapping and communication prioritization.
- Reputation risk assessment and vulnerability analysis.
- Introduction to Situational Crisis Communication Theory (SCCT).
- The role of leadership in crisis communication.
- Legal and ethical considerations in crisis response.

Unit Two Developing the Crisis Communication Plan

- Forming and structuring the Crisis Management Team (CMT).
- Creating a comprehensive crisis communication playbook.
- Developing pre-approved holding statements and key messages.
- Establishing internal and external communication protocols.
- Integrating social media into the crisis response plan.
- Tools and technologies for crisis monitoring and management.
- Conducting a tabletop exercise to test the initial plan.

Unit Three Mastering Media Engagement and Spokesperson Skills

- Understanding the modern media landscape and journalist mindset.
- The principles of effective spokesperson ship.
- Developing and refining core messages for clarity and impact.
- Techniques for bridging, flagging, and staying on message.
- Practical on-camera interview training with feedback.
- Managing hostile questions and difficult interview scenarios.
- Preparing for and conducting a professional press conference.

Unit Four High-Stakes Crisis Simulation Workshop

- Full-day immersive and realistic crisis scenario.
- Real-time response to simulated media inquiries and social media activity.
- Coordination and decision-making within the Crisis Management Team.
- Managing information flow and combating misinformation.
- Live simulated press conferences and stakeholder briefings.
- Stress management techniques for crisis leaders.
- Debrief and performance analysis of the simulation exercise.

Unit Five Post-Crisis Recovery and Organizational Learning

- Strategies for reputation repair and rebuilding stakeholder trust.
- Communicating recovery efforts and organizational changes.
- Conducting a thorough post-crisis evaluation.
- Identifying key lessons learned to prevent future incidents.
- Updating and refining the crisis communication plan.
- Building a culture of resilience and preparedness.
- Final course review and personal action planning.

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 rapid-fire social media and citizen journalism, how has the traditional 'golden hour' of crisis response been fundamentally altered, and what does this mean for organizational preparedness?

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

This course distinguishes itself through its unwavering commitment to high-fidelity, practical simulation. While many programs focus on the theoretical aspects of crisis management, our pedagogical approach is rooted in the belief that true competence is forged under pressure. Participants are not just told how to handle a crisis; they are placed in a meticulously crafted, dynamic simulation that mirrors the chaos and complexity of a real-world event. This experiential learning environment, complete with mock journalists, live social media feeds, and escalating challenges, provides a level of verisimilitude that is rare in corporate training. Furthermore, the personalized, video-recorded feedback sessions on media performance offer a unique opportunity for participants to see themselves as others do, allowing for profound and immediate improvement. We move beyond generic case studies to facilitate deep analysis and strategic thinking, ensuring that the lessons learned are not just academic but are directly transferable to the participant's own organizational context, building muscle memory for effective crisis leadership.