Strategic Corporate Communications and Crisis Resilience Training Course

25 - 29 Oct 2026

Doha

5500 € (Per Person)

Ref: #PR4131_235132

Course Introduction / Overview:

In today's hyper-connected and volatile business environment, the ability to communicate strategically and navigate crises effectively is no longer a specialized skill but a core organizational necessity. This training course provides a comprehensive framework for mastering both corporate communications and crisis resilience. It moves beyond theoretical concepts to offer actionable strategies for building and protecting corporate reputation, fostering stakeholder trust, and ensuring business continuity in the face of adversity. Drawing on foundational principles from leading academics like Timothy Coombs, author of "Ongoing Crisis Communication: Planning, Managing, and Responding," this program equips participants with the tools to develop proactive communication strategies and reactive crisis management plans. At BIG BEN Training Center, we have designed this immersive experience to transform how professionals' approach organizational communication, embedding resilience into the very fabric of their corporate culture. Participants will learn to anticipate potential threats, manage information flow during high-stakes situations, and lead their organizations through recovery with integrity and strength, ultimately turning potential crises into opportunities for growth and enhanced credibility.

Target Audience / This training course is suitable for:

- Public Relations and Communications Directors.
- Crisis Management Team Members.
- Corporate Affairs Managers.
- Senior Executives and Business Leaders.
- Marketing and Brand Managers.
- Human Resources Professionals.
- Legal and Compliance Officers.
- Investor Relations Specialists.
- Operations Managers responsible for business continuity.
- Government and Public Sector Information Officers.

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.
- Manufacturing and Engineering.
- Governmental bodies and public administration agencies.
- Non-profit and non-governmental organizations.
- Hospitality and Tourism.

Target Organizations Departments:

- Corporate Communications.
- Public Relations.
- Executive Leadership and Management.
- Marketing and Sales.
- Human Resources.
- Legal and Compliance.
- Risk Management.
- Operations.
- Investor Relations.
- Customer Service.

Course Offerings:

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

- Develop a proactive corporate communications strategy aligned with business objectives.
- Conduct a comprehensive risk and vulnerability assessment for potential crises.
- Design and implement a robust crisis communication plan.
- Master techniques for effective media relations and spokesperson duties during a crisis.
- Manage internal communications to maintain employee morale and alignment.
- Utilize digital and social media platforms for effective crisis response.
- Lead post-crisis recovery efforts and reputation repair initiatives.
- Evaluate crisis response effectiveness to foster organizational learning and resilience.
- Integrate communication strategies with business continuity planning.
- Build and maintain strong, trust-based relationships with key stakeholders.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in a professional context. This course eschews traditional lecture-based formats in favor of a dynamic learning environment that blends expert instruction with hands-on application. A cornerstone of our approach is the extensive use of real-world case studies, allowing participants to analyze and deconstruct both successful and unsuccessful crisis communication campaigns. Collaborative group exercises and workshops will challenge attendees to work in teams to solve complex communication problems and develop strategic plans. A significant portion of the course is dedicated to high-fidelity crisis simulations, where participants will be immersed in realistic scenarios, requiring them to make critical decisions under pressure and manage communications in real-time. This experiential learning is supported by peer-to-peer feedback, expert coaching, and structured debrief sessions. The methodology fosters a deep understanding of theoretical frameworks while building the practical skills and confidence needed to lead with assurance during any communication challenge.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Corporate Communications

- The strategic role of communication in modern organizations.
- Core principles of corporate reputation management.
- Identifying and mapping key internal and external stakeholders.
- Integrating communication with overall business strategy.
- The fundamentals of communication ethics and transparency.
- An introduction to organizational resilience and its link to communication.
- Measuring the effectiveness and impact of communication initiatives.

Unit Two: Proactive Communication and Reputation Building

- Developing a compelling corporate narrative and key messaging.
- Strategies for proactive media relations and thought leadership.
- Managing internal communications for employee engagement and alignment.
- Leveraging digital platforms and content strategy for brand building.
- Corporate Social Responsibility (CSR) and sustainability communications.
- Fundamentals of issues management and early warning systems.
- Conducting a communication audit to identify strengths and weaknesses.

Unit Three: Developing a Robust Crisis Communication Plan

- Understanding the anatomy of a crisis and its lifecycle.
- Conducting a crisis vulnerability assessment for your organization.
- Forming and training a dedicated Crisis Communication Team.
- Creating a step-by-step crisis communication plan and protocols.
- Developing pre-approved messaging and holding statements.
- Establishing a crisis monitoring and information management system.
- Planning and executing effective crisis simulation drills.

Unit Four: Executing Crisis Response and Media Management

- Activating the crisis communication plan effectively.
- The first critical hours of a crisis response.
- Mastering the role of the corporate spokesperson.
- Techniques for managing media interviews and press conferences.
- Navigating the challenges of social media and digital misinformation.
- Communicating with employees, customers, and investors during a crisis.
- Legal considerations in crisis communication.

Unit Five: Post-Crisis Recovery and Fostering Long-Term Resilience

- Leading the transition from crisis response to recovery.
- Strategies for reputation repair and rebuilding stakeholder trust.
- Conducting a thorough post-crisis evaluation and after-action review.
- Communicating lessons learned throughout the organization.
- Embedding resilience into the corporate culture.
- Updating and refining the crisis communication plan based on new insights.
- Future-proofing the organization against emerging communication threats.

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 organizations balance the need for transparent communication with the legal and strategic imperatives of confidentiality during a crisis?

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

This course distinguishes itself through its holistic and integrated approach, viewing crisis resilience not as a standalone function but as a direct outcome of a robust, proactive corporate communications strategy. Unlike programs that focus narrowly on the reactive mechanics of crisis response, this training dedicates significant time to building the foundational strength of an organization's reputation and stakeholder relationships, which is the best defense against any crisis. The curriculum is uniquely structured to follow the complete lifecycle of risk and reputation, from proactive narrative-building to post-crisis learning and cultural integration. Furthermore, the emphasis is placed on developing leadership acumen and strategic decision-making under pressure, rather than merely providing a checklist of tasks. Through intensive, realistic simulations and deep-dive case studies, participants do not just learn about crisis management; they experience it. This fosters a deeper, more intuitive understanding of the complexities involved, preparing them to lead with confidence, empathy, and strategic foresight in any high-stakes environment.