



STRATEGIC RISK COMMUNICATION AND ISSUES MANAGEMENT TRAINING COURSE

26 - 30 OCT 2026

CASABLANCA

4500 € (PER PERSON)

REF: #PR4342_282877



COURSE INTRODUCTION / OVERVIEW:

In today's hyper-connected and volatile environment, the ability to communicate about risks and manage emerging issues proactively is no longer a specialized skill but a core organizational necessity. This course provides a comprehensive framework for navigating the complex landscape of public perception, stakeholder expectations, and potential crises. It moves beyond reactive crisis management to instill a proactive mindset, enabling professionals to identify, analyze, and address issues before they escalate. Drawing on foundational principles from leading academics like Dr. Vincent T. Covello, a pioneer in risk communication, participants will explore proven methodologies for building trust and credibility. We will delve into concepts discussed in seminal works such as "Effective Risk Communication" to understand how to translate complex data into clear, compelling messages. This program, offered by BIG BEN Training Center, is meticulously designed to equip leaders with the strategic tools needed to protect and enhance their organization's reputation, ensuring they can lead with confidence through uncertainty and maintain stakeholder trust in high-stakes situations. This is an A-to-Z journey into mastering the art and science of strategic communication.

TARGET AUDIENCE / THIS TRAINING COURSE IS SUITABLE FOR:

- Public Relations and Communications Managers.
- Corporate Affairs Directors.
- Risk and Compliance Officers.
- Senior Executives and Board Members.
- Government and Public Sector Leaders.
- Legal Counsel and Corporate Lawyers.
- Operations and Project Managers.
- Health, Safety, and Environmental (HSE) Professionals.
- Crisis Management Team Members.
- Investor Relations Specialists.



TARGET SECTORS AND INDUSTRIES:

- Energy, Oil, and Gas.
- Pharmaceuticals and Healthcare.
- Banking and Financial Services.
- Manufacturing and Industrial Operations.
- Aviation and Transportation.
- Technology and Telecommunications.
- Food and Beverage.
- Governmental and Public Sector Agencies.
- Consulting and Professional Services.

TARGET ORGANIZATIONS DEPARTMENTS:

- Corporate Communications and Public Relations.
- Risk Management and Internal Audit.
- Legal and Compliance.
- Executive Leadership and Strategy.
- Operations Management.
- Corporate Social Responsibility (CSR) and Sustainability.
- Human Resources.
- Health, Safety, and Environment (HSE).
- Government and Regulatory Affairs.



COURSE OFFERINGS:

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

- Develop a comprehensive risk communication plan based on audience analysis and perception.
- Master the process of proactive issues identification, analysis, and prioritization.
- Implement effective stakeholder engagement and mapping strategies to build trust.
- Craft clear, credible, and empathetic messages for sensitive and complex topics.
- Manage media relations effectively during high-stakes situations and potential crises.
- Utilize digital and social media channels for both proactive and reactive communication.
- Build a resilient communication framework to protect and enhance organizational reputation.
- Lead post-crisis evaluation and recovery efforts to foster organizational learning.

COURSE METHODOLOGY:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and directly applicable to real-world professional challenges. We believe that adult learning is most effective when it combines foundational knowledge with practical application. This course moves beyond traditional lectures to create a dynamic learning environment. Participants will engage in a series of structured activities, including in-depth case study analyses of major corporate issues, collaborative group discussions to dissect complex scenarios, and role-playing exercises that simulate high-pressure situations like media interviews and stakeholder meetings. A significant portion of the program is dedicated to hands-on workshops where participants will develop actual communication plans and message maps. Our expert facilitators provide continuous, constructive feedback, ensuring that participants can refine their skills in a supportive setting. This blended approach ensures that attendees not only understand the theories of risk and issues management but also leave with the confidence and competence to implement these strategies within their own organizations.



COURSE AGENDA (COURSE UNITS):

UNIT ONE: FOUNDATIONS OF STRATEGIC RISK AND ISSUES COMMUNICATION

- Defining risk, issues, and crises in the modern corporate context.
- The critical link between risk communication, issues management, and reputation.
- Core principles of transparent and ethical communication.
- Understanding stakeholder psychology, risk perception, and outrage factors.
- The legal and regulatory landscape of corporate communications.
- Introduction to key communication theories and strategic models.
- Setting measurable objectives for communication initiatives.

UNIT TWO: MASTERING PROACTIVE RISK COMMUNICATION

- Conducting comprehensive audience and stakeholder analysis.
- Strategies for effectively communicating uncertainty and complex scientific data.
- Developing clear, concise, and credible key messages.
- Applying the Message Mapping model for high-concern scenarios.
- Selecting appropriate communication channels for maximum impact.
- Techniques for building and sustaining public trust and credibility.
- Case studies in successful environmental, health, and financial risk communication.

UNIT THREE: THE ISSUES MANAGEMENT LIFECYCLE

- The complete lifecycle of an issue from emerging trend to resolution.
- Techniques for environmental scanning and early issue identification.
- Frameworks for prioritizing issues based on organizational impact.
- Developing a strategic issues management plan and response portfolio.
- Stakeholder mapping and engagement strategies for collaborative resolution.
- Integrating issues management with Corporate Social Responsibility (CSR) goals.
- Practical workshop: Analyzing and planning for a potential organizational issue.



UNIT FOUR: CRISIS COMMUNICATION AND MEDIA ENGAGEMENT

- Recognizing the trigger points that escalate an issue into a crisis.
- Activating and managing a crisis communication team.
- Crafting effective initial holding statements and official responses.
- Spokesperson training and techniques for managing difficult media interviews.
- Leveraging and controlling digital and social media during a crisis.
- Strategies for effective internal communication to maintain employee morale.
- Crisis simulation: Responding to a rapidly evolving scenario in real-time.

UNIT FIVE: REPUTATION RECOVERY AND ORGANIZATIONAL RESILIENCE

- Conducting a post-crisis evaluation and learning review.
- Implementing strategies for long-term reputation repair and recovery.
- Translating crisis learnings into improved policies and procedures.
- Embedding a culture of risk awareness and proactive communication.
- Measuring the effectiveness and ROI of communication programs.
- Developing a fully integrated and resilient strategic communication framework.
- Final project: Presentation of a comprehensive risk and issues management plan.

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 misinformation, how can an organization balance the ethical imperative for transparency in risk communication with the strategic need to prevent undue public panic and reputational damage?



WHAT UNIQUE QUALITIES DOES THIS COURSE OFFER COMPARED TO OTHER COURSES?

This course distinguishes itself by adopting a fully integrated and proactive approach, treating risk communication and issues management not as separate disciplines but as interconnected components of a holistic strategic framework. While many programs focus narrowly on reactive crisis response, our curriculum places a strong emphasis on foresight and prevention, equipping participants with the tools for environmental scanning and early-stage intervention to neutralize threats before they escalate. We move beyond theoretical discussions by immersing participants in realistic, high-fidelity simulations and practical workshops grounded in contemporary case studies. The course integrates established academic models, such as Dr. Vincent T. Covello's message mapping, with the modern challenges of digital media and misinformation, ensuring the content is both timeless and timely. Rather than just teaching what to do, we cultivate a strategic mindset, enabling leaders to understand the deeper psychological and social dynamics of risk perception. This focus on building long-term organizational resilience and fostering a culture of proactive communication provides a deeper, more sustainable value than courses that offer only a crisis management playbook.