



STRATEGIC CRISIS COMMUNICATION AND REPUTATION MANAGEMENT TRAINING COURSE

23 - 27 Nov 2026

KUALA LUMPUR

5200 € (PER PERSON)

REF: #PR6594_173835



COURSE INTRODUCTION / OVERVIEW:

In today's hyper-connected world, a crisis can erupt in minutes, threatening an organization's most valuable asset: its reputation. This intensive training course provides a comprehensive framework for navigating the complexities of modern crises. We will move beyond reactive damage control to instill a proactive mindset focused on preparedness, strategic response, and long-term reputation resilience. Drawing on foundational principles from leading academics like Timothy Coombs, a key figure in crisis communication theory, we will explore the practical application of his Situational Crisis Communication Theory (SCCT). Participants will learn to analyze crisis situations, select appropriate response strategies, and craft messages that protect and rebuild public trust. This course, offered by BIG BEN Training Center, delves into the concepts detailed in seminal works such as "Ongoing Crisis Communication: Planning, Managing, and Responding," ensuring a curriculum that is both academically rigorous and intensely practical. You will learn to manage media frenzies, handle social media firestorms, and communicate with stakeholders effectively under pressure, transforming a potential catastrophe into an opportunity to demonstrate corporate integrity and leadership. This program is designed to equip you with the skills to not only survive a crisis but to emerge with a stronger, more resilient organizational reputation.

TARGET AUDIENCE / THIS TRAINING COURSE IS SUITABLE FOR:

- Public Relations and Communications Professionals.
- Crisis Management Team Members.
- Corporate Communications Directors.
- Marketing and Brand Managers.
- Social Media Managers.
- Senior Executives and C-Suite Leaders.
- Legal Counsel and Compliance Officers.
- Human Resources Managers.
- Government Press Secretaries and Public Information Officers.
- Spokespersons and Media Relations Specialists.

TARGET SECTORS AND INDUSTRIES:

- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Technology and Telecommunications.
- Energy, Oil, and Gas.

- Aviation and Transportation.
- Government Agencies and Public Sector Organizations.
- Retail and Consumer Goods.
- Hospitality and Tourism.
- Education and Non-Profit Organizations.
- Manufacturing and Industrial sectors.



TARGET ORGANIZATIONS DEPARTMENTS:

- Public Relations and Corporate Affairs.
- Marketing and Communications.
- Executive Leadership and a Board of Directors.
- Legal and Compliance Departments.
- Human Resources.
- Investor Relations.
- Customer Service and Support.
- Operations Management.
- Information Technology and Cybersecurity.

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 reputational risks before they escalate.
- Master techniques for effective media relations and spokesperson ship during a crisis.
- Manage and respond to crises effectively on social media and digital platforms.
- Craft clear, consistent, and empathetic messages for various stakeholders.
- Apply the Situational Crisis Communication Theory (SCCT) to real-world scenarios.
- Lead a crisis communication response team with confidence and authority.
- Conduct post-crisis analysis to learn lessons and improve future preparedness.
- Implement strategies for long-term reputation repair and rebuilding stakeholder trust.
- Integrate crisis communication efforts with overall business continuity planning.

COURSE METHODOLOGY:

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical application. This course rejects a purely lecture-based format in favor of a dynamic, interactive learning environment. Participants will engage deeply with the material through a blend of expert-led presentations, in-depth case study analyses of real-world corporate crises, and collaborative group workshops. A significant portion of the training will be dedicated to hands-on simulation exercises, where attendees will be challenged to manage a developing crisis in real-time, making critical decisions under pressure. These simulations provide a safe yet realistic space to test strategies and receive constructive

feedback. The curriculum encourages active participation through facilitated discussions, Q&A sessions, and peer-to-peer learning. Participants will work in teams to develop crisis communication plans and messaging frameworks, mirroring the collaborative nature of actual crisis management teams. Throughout the course, experienced instructors will provide personalized coaching and feedback throughout the course, ensuring that each participant can translate theoretical knowledge into tangible skills and confident action. This immersive approach guarantees that attendees leave not just with knowledge, but with the practical experience needed to lead effectively during a crisis.



COURSE AGENDA (COURSE UNITS):

UNIT ONE: FOUNDATIONS OF MODERN CRISIS AND REPUTATION MANAGEMENT

- The Anatomy of a Crisis in the Digital Age.
- Understanding the Link Between Crisis Communication and Reputation.
- Introduction to Situational Crisis Communication Theory (SCCT) by Timothy Coombs.
- Identifying Stakeholders and Mapping Their Communication Needs.
- The Role of Corporate Culture in Crisis Preparedness.
- Ethical Considerations and Transparency in Crisis Response.
- Distinguishing Between an Issue, an Incident, and a Crisis.

UNIT TWO: PROACTIVE CRISIS PREPAREDNESS AND PLAN DEVELOPMENT

- Conducting a Comprehensive Vulnerability and Risk Assessment.
- Building and Training a Crisis Communication Team.
- Developing a Strategic Crisis Communication Plan.
- Crafting Pre-approved Core Messages and Holding Statements.
- Establishing a Crisis Monitoring and Early Warning System.
- The Importance of a Crisis Communication Playbook.
- Planning and Executing Effective Crisis Simulation Drills.

UNIT THREE: STRATEGIC CRISIS RESPONSE AND MEDIA MANAGEMENT

- Activating the Crisis Communication Plan.
- The First 24 Hours: The Golden Rules of Initial Response.
- Mastering the Role of the Spokesperson.
- Techniques for Managing Press Conferences and Media Interviews.
- Controlling the Narrative and Combating Misinformation.
- Communicating with Internal Stakeholders: Employees and Leadership.
- Navigating the Demands of Traditional and Online Media.

UNIT FOUR: DIGITAL CRISIS COMMUNICATION AND SOCIAL MEDIA

- Managing a Crisis on Social Media Platforms.
- Real-time Monitoring and Social Listening Tools and Techniques.
- Responding to Negative Comments and Online Trolls.

- Leveraging Digital Channels for Proactive Communication
- The Risks and Rewards of Using Video in a Crisis
- Case Studies of Social Media Crisis Successes and Failures
- Integrating Digital and Traditional Communication Strategies



UNIT FIVE: POST-CRISIS RECOVERY AND REPUTATION REPAIR

- Evaluating the Effectiveness of the Crisis Response.
- Conducting a Thorough Post-Crisis Analysis.
- Strategies for Rebuilding Trust with Stakeholders.
- Long-term Reputation Management and Brand Restoration.
- Communicating Lessons Learned and Organizational Changes.
- Turning Crisis into an Opportunity for Positive Transformation.
- Developing a Proactive Reputation Building Program.

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 deepfakes and rapid misinformation, how can organizations authentically prove their transparency and rebuild trust after a crisis fueled by false narratives?

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

This course distinguishes itself by moving beyond a simple checklist of crisis response tactics to cultivate a deep, strategic understanding of reputation resilience. While many programs focus solely on media training or social media response, our curriculum is built upon a robust academic framework, primarily the Situational Crisis Communication Theory (SCCT). This provides participants with a proven, research-backed methodology for analyzing a crisis and selecting the most effective response strategy, rather than relying on guesswork. We emphasize proactive preparedness and vulnerability assessment, empowering organizations to mitigate risks before they escalate. The course's heavy reliance on realistic, high-pressure simulations and in-depth case study analysis ensures that learning is experiential, not just theoretical. Participants don't just hear about crisis management; they live it in a controlled environment. Furthermore, we uniquely integrate the psychological aspects of crisis communication, focusing on how to build trust and demonstrate empathy with stakeholders under extreme pressure. The focus is on developing strategic thinkers who can lead with confidence, protect their organization's reputation, and even find opportunities for growth and enhanced trust in the aftermath of a crisis.