



STRATEGIC CRISIS COMMUNICATION FOR THE AVIATION SECTOR TRAINING COURSE

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KUALA LUMPUR

5200 € (PER PERSON)

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COURSE INTRODUCTION / OVERVIEW:

In the high-stakes aviation industry, a crisis can unfold in seconds, placing immense pressure on an organization's reputation and operational stability. Effective crisis communication is not merely a public relations function; it is a critical operational capability that safeguards trust, manages stakeholder perceptions, and ensures organizational resilience. This intensive program is designed to equip aviation professionals with the advanced skills needed to navigate the complexities of modern crises, from major incidents to operational disruptions and reputational threats. Drawing on established frameworks like Dr. W. Timothy Coombs' Situational Crisis Communication Theory, as detailed in his book "Ongoing Crisis Communication: Planning, Managing, and Responding", this course provides a structured approach to crisis preparedness, response, and recovery. Participants will move beyond theory to engage with real-world aviation case studies and simulations. BIG BEN Training Center has developed this curriculum to empower leaders and communication teams to communicate with clarity, empathy, and strategic foresight, transforming potential catastrophes into manageable situations and protecting the organization's long-term viability in a turbulent global landscape. This is a comprehensive guide to mastering the art and science of communication when it matters most.

TARGET AUDIENCE / THIS TRAINING COURSE IS SUITABLE FOR:

- Airline and Airport Executives.
- Corporate Communications and Public Relations Managers.
- Emergency Response Planners and Managers.
- Aviation Safety and Security Officers.
- Operations Control Center (OCC) Managers.
- Legal Counsel and Compliance Officers.
- Human Resources Managers.
- Station Managers and Ground Operations Leaders.
- Flight Operations and In-flight Service Managers.
- Spokespersons and Media Relations Specialists.

TARGET SECTORS AND INDUSTRIES:

- Commercial Airlines.
- Cargo and Freight Airlines.
- Airports and Aerodrome Operators.
- Air Navigation Service Providers (ANSPs).

- Aviation Regulatory Bodies and Authorities.
- Government Agencies including Transport Ministries and Civil Aviation Authorities.
- Aircraft Manufacturing Companies.
- Maintenance, Repair, and Overhaul (MRO) Organizations.
- Ground Handling and Airport Service Companies.
- Business and Private Aviation Operators.



TARGET ORGANIZATIONS DEPARTMENTS:

- Corporate Communications and Public Affairs.
- Public Relations and Media Relations.
- Safety and Quality Management.
- Emergency Planning and Response.
- Executive and Senior Management.
- Operations and Flight Dispatch.
- Legal and Regulatory Affairs.
- Human Resources and Employee Relations.
- Security and Compliance.
- Customer Service and Passenger Experience.

COURSE OFFERINGS:

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

- Develop a comprehensive and actionable aviation-specific crisis communication plan.
- Master techniques for managing traditional and social media during a high-pressure crisis.
- Effectively lead and manage a crisis communication team with clearly defined roles.
- Craft clear, consistent, and empathetic messages for diverse stakeholders including passengers, families, and employees.
- Prepare for and conduct effective press conferences and media interviews.
- Implement strategies for monitoring and combating misinformation and rumors in real-time.
- Manage internal communications to maintain employee morale and operational focus.
- Navigate the complex communication requirements of regulatory bodies like the ICAO and NTSB.
- Develop robust post-crisis strategies to rebuild public trust and manage long-term reputation.
- Analyze historical aviation crises to extract actionable lessons and best practices.

COURSE METHODOLOGY:

The training methodology at BIG BEN Training Center is designed for deep learning and practical application, moving beyond traditional lectures to a fully immersive and interactive experience. This course utilizes a blended approach centered on real-world applicability. A significant portion of the training is dedicated to analyzing detailed case studies of major aviation incidents, allowing participants to deconstruct communication successes and failures in a controlled

environment. The curriculum is heavily reliant on high-fidelity simulations, where participants will be placed into realistic crisis scenarios, such as managing a live social media feed during an incident or fronting a mock press conference. These exercises are designed to test decision-making under pressure, while the simulation environment provides a safe space to practice new skills. Facilitated group discussions, team-based problem-solving workshops, and peer-to-peer feedback sessions encourage collaborative learning and the exchange of diverse perspectives. Our expert instructors provide continuous coaching and personalized feedback, ensuring that participants can directly apply the strategies and frameworks to their own organizational context. This hands-on, engaging approach ensures that attendees leave not just with knowledge, but with the confidence and competence to lead crisis communication efforts effectively.



COURSE AGENDA (COURSE UNITS):

UNIT ONE: FOUNDATIONS OF AVIATION CRISIS COMMUNICATION

- The Unique Nature of Aviation Crises.
- Defining a Crisis vs. an Incident in an Aviation Context.
- The Critical Role of Communication in Operational and Reputational Resilience.
- Introduction to Situational Crisis Communication Theory (SCCT).
- Key Stakeholders in Aviation and Their Communication Needs.
- The Legal and Regulatory Landscape (ICAO, NTSB, EASA).
- Ethical Considerations in Crisis Communication.

UNIT TWO: PROACTIVE CRISIS PREPAREDNESS AND PLANNING

- Developing a Robust Crisis Communication Plan (CCP).
- Forming and Training the Crisis Communication Team.
- Establishing Roles, Responsibilities, and Command Structures.
- Pre-drafting Holding Statements and Key Messages.
- Building and Maintaining a Media and Stakeholder Database.
- Conducting a Vulnerability and Risk Assessment.
- Fundamentals of Media Training for Key Spokespersons.

UNIT THREE: REAL-TIME CRISIS RESPONSE AND EXECUTION

- Activating the Crisis Communication Plan.
- The First 60 Minutes: The Golden Hour Response.
- Managing Information Flow and Verification Protocols.
- Crafting and Disseminating Initial Statements and Updates.
- Managing the Press Conference and Media Briefings.
- Effective Social Media and Digital Channel Management.
- Coordinating with Emergency Services and Official Agencies.

UNIT FOUR: MANAGING KEY STAKEHOLDERS AND SPECIALIZED SCENARIOS

- Communicating with Empathy: Family and Victim Assistance.

- Internal Communication Strategies for Employees and Clients.
- Engaging with Regulators, Government Bodies, and Investigators.
- Managing Communication for Security Incidents and Cyber Threats.
- Handling Operational Meltdowns (IT failures, weather disruptions).
- Communicating with Shareholders, Partners, and the Board.
- Navigating Cross-Cultural Communication Challenges in International Incidents.



UNIT FIVE: POST-CRISIS RECOVERY AND ORGANIZATIONAL LEARNING

- Transitioning from Crisis Response to Reputation Management.
- Strategies for Rebuilding Trust with the Public and Passengers.
- Conducting a Post-Crisis Communication Audit.
- Documenting Lessons Learned and Updating the CCP.
- Managing Long-Term Media Interest and Anniversaries.
- Building a Culture of Communication Resilience.
- Final Simulation: A Comprehensive End-to-End Crisis Scenario.

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 an aviation organization balance the need for transparency with the legal and investigative constraints following a major incident?

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

This course distinguishes itself by moving beyond generic crisis communication principles to focus exclusively on the unique, high-consequence environment of the aviation industry. Unlike generalist courses, every module, case study, and simulation is tailored to the specific operational realities, regulatory pressures, and stakeholder expectations faced by airlines, airports, and related organizations. We emphasize a holistic approach that integrates communication strategy directly with operational response, recognizing that in aviation, these two functions are inextricably linked. The curriculum is built on a foundation of rigorous academic theory, such as SCCT, but its primary focus is on practical, actionable skills. Participants will not just learn what to do; they will practice doing it in realistic, high-pressure simulations that mimic the challenges of a real-world crisis. Furthermore, the course places significant emphasis on the

human element, with dedicated modules on communicating with empathy to families and managing internal teams under stress. The ultimate goal is not just to teach crisis response tactics, but to instill a strategic mindset that fosters long-term organizational resilience and protects the invaluable asset of public trust.

