

Crisis Communication: Managing Messages in High-Pressure Situations

Course code: CWS-006



SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

In today's fast-paced and interconnected world, effective communication during a crisis is critical to maintaining trust, managing reputations, and ensuring public safety. This course equips participants with the tools to craft clear, timely, and empathetic messages, manage media interactions, and lead communication efforts under pressure. Whether you're in PR, corporate communications, or a leadership role, this course will prepare you to handle crises with confidence.

Why Attend

This course is highly practical and interactive, featuring:

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Who Should Attend

PR and corporate communication professionals.
Crisis management teams and business continuity planners.
Leaders and executives responsible for organizational communication.
Government and NGO officials managing public information during emergencies.

— Learning Objectives

- Understand the fundamentals of crisis communication and its importance.
- Learn to develop a crisis communication plan and assemble a response team.
- Master techniques for crafting clear, empathetic, and actionable messages.
- Develop skills for managing media interactions and social media during a crisis.
- Gain confidence in leading communication efforts under high-pressure conditions.

Course Outline

DAY
1

Introduction to Crisis Communication

- What is crisis communication? Key principles and challenges.
- Types of crises: Natural disasters, PR scandals, cyberattacks, and more.
- The role of communication in crisis management.
- Activity: Identifying potential crises in your organization.

DAY
2

Developing a Crisis Communication Plan

- Key components of a crisis communication plan.
- Assembling and training a crisis communication team.
- Identifying stakeholders and their communication needs.
- Activity: Drafting a crisis communication plan outline.

DAY
3

Crafting Crisis Messages

- Principles of effective crisis messaging: Clarity, empathy, and actionability.
- Writing press releases, statements, and social media posts.
- Adapting messages for different audiences and platforms.
- Activity: Writing a crisis message for a simulated scenario.

DAY
4

Managing Media and Social Media

- Handling media inquiries and press conferences.
- Techniques for staying on message during interviews.
- Managing social media during a crisis: Monitoring and responding.
- Activity: Role-playing a media interview and social media response.

DAY
5

Leading Communication Efforts Under Pressure

- Managing stress and emotions during a crisis.
- Coordinating communication across teams and departments.
- Evaluating and learning from crisis communication efforts.
- Course wrap-up: Key takeaways and action plans for continued improvement.

— Upcoming Classroom Dates

DATE	LOCATION	FEE
12 - 16 October 2026	Amsterdam - Netherlands	€2,125
9 - 13 November 2026	London - United Kingdom	€2,100
14 - 18 December 2026	Istanbul - Türkiye	€1,425
18 - 22 January 2027	Barcelona - Spain	€1,925
15 - 19 February 2027	Barcelona - Spain	€1,925
15 - 19 March 2027	Rome - Italy	€2,125
19 - 23 April 2027	Geneva - Switzerland	€2,625
17 - 21 May 2027	Amsterdam - Netherlands	€2,125

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.