

Media Management in Crisis Communications

Course code: BCCM-001



SPARK TRAINING

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— Workshop Overview

In today's fast-moving digital world, a crisis can escalate within minutes and severely damage an organization's reputation, operations, and stakeholder trust. Effective media management during crises is essential to control the narrative, reduce misinformation, and maintain public confidence. This course equips participants with practical skills to manage media relations, communicate effectively under pressure, and develop structured crisis communication strategies that protect organizational reputation and ensure timely, transparent messaging.

Why Attend

This course combines communication theory with realistic crisis simulations and media handling exercises. Participants will engage in press briefing role-plays, crisis scenario workshops, and message development exercises. Case studies from real-world corporate, governmental, and industrial crises will be analyzed. Practical

Who Should Attend

Public Relations and Communications Professionals
Corporate Communication Managers
Media Relations Officers
Senior Managers and Executives
Government and Public Sector Officials
Crisis Management and Risk Professionals

— Learning Objectives

- Understand principles of crisis communication and media management
- Develop structured crisis communication plans
- Respond effectively to media inquiries during crises
- Manage organizational reputation under pressure
- Deliver clear, consistent, and timely messages
- Handle social media communication during emergencies
- Identify and mitigate communication risks
- Act as an effective spokesperson in crisis situations

Course Outline

DAY
1

Foundations of Crisis Communication

- What is a crisis and types of crises
- Principles of crisis communication
- Communication lifecycle during a crisis
- Role of media in crisis situations
- Common communication failures and risks

DAY
2

Crisis Communication Planning

- Developing crisis communication plans
- Stakeholder identification and prioritization
- Message development and key messaging frameworks
- Internal vs external communication strategies
- Crisis communication teams and roles

DAY
3

Media Relations During Crisis

- Understanding media behavior in crises
- Handling press inquiries and interviews
- Preparing press releases and statements
- Spokesperson preparation and training
- Managing difficult media questions

DAY
4

Digital and Social Media Crisis Management

- Role of social media in crisis escalation
- Monitoring online sentiment and misinformation
- Real-time communication strategies
- Managing rumors and fake news
- Digital reputation protection strategies

DAY
5

Crisis Simulation and Advanced Techniques

- Full crisis simulation exercise (real-time scenario)
- Media briefing and press conference role-play
- Decision-making under pressure
- Lessons learned from global crisis case studies

- Final crisis communication action plan

— Upcoming Classroom Dates

DATE	LOCATION	FEE
19 - 23 October 2026	Rome - Italy	€2,125
2 - 6 November 2026	Kuala Lumpur - Malaysia	€1,400
21 - 25 December 2026	Barcelona - Spain	€1,925
18 - 22 January 2027	Barcelona - Spain	€1,925
15 - 19 February 2027	Paris - France	€2,250
15 - 19 March 2027	Frankfurt - Germany	€1,625
19 - 23 April 2027	Barcelona - Spain	€1,925
17 - 21 May 2027	Frankfurt - Germany	€1,625

— 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.