# Crisis Management and Emergency Response Measures Course

27 June – 1 July 2027
Tunis (Tunisia)

UK Trainig
PARTNER



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## Why This Course

Crises can happen suddenly and can affect people, operations, assets, reputation, and organizational continuity. Whether the situation involves a natural disaster, security incident, operational disruption, cyber event, health emergency, reputational issue, or major accident, organizations must be prepared to respond quickly, calmly, and effectively.

Strong crisis management is not only about reacting during emergencies. It requires planning, leadership, coordination, communication, decision-making, and continuous improvement. Organizations that prepare in advance are better able to protect their people, reduce damage, maintain stakeholder confidence, and recover more effectively.

This intensive 1-week course equips participants with the knowledge and practical skills needed to manage crises and implement emergency response measures. Through frameworks, case studies, planning exercises, leadership practice, and simulations, participants will learn how to develop emergency response strategies, coordinate teams, communicate under pressure, and lead organizations through critical incidents.

## What You'll Learn and Practice

By joining this program, you will:

- Understand crisis management principles, frameworks, and best practices.
- Identify different types of crises and their potential organizational impacts.
- Apply risk assessment and mitigation techniques before crises occur.
- Develop comprehensive emergency response plans.
- Design multi-disciplinary crisis and emergency response procedures.
- Understand command center operations and crisis coordination structures.
- Manage resources effectively during emergencies.
- Communicate clearly with internal and external stakeholders.
- Apply leadership skills during high-pressure situations.
- Manage media communication and protect organizational reputation.
- Form and manage crisis management teams.
- Improve decision-making, information flow, and situational awareness.
- Apply lessons learned through simulations and post-crisis analysis.



## The Program Flow

### Day 1: Introduction to Crisis Management

- Defining crisis management and its importance.
- Understanding the difference between incidents, emergencies, and crises.
- Crisis management frameworks and best practices.
- Types of crises and their potential impacts.
- Organizational vulnerabilities and crisis exposure.
- Risk assessment and mitigation strategies.
- Practical exercise: Identifying crisis risks and response gaps.

### Day 2: Emergency Response Planning

- Key components of emergency response plans.
- Developing multi-disciplinary emergency plans.
- Defining escalation procedures and response priorities.
- Command center operations and crisis coordination dynamics.
- Resource allocation and management during crises.
- Coordination between departments, sites, and external responders.
- Workshop: Building an emergency response plan structure.

### Day 3: Crisis Communication and Leadership

- Effective crisis communication strategies.
- Communicating with employees, leadership, customers, regulators, media, and the public.
- Managing internal and external stakeholders.
- Leadership skills for crisis management.
- Maintaining calm, clarity, and confidence under pressure.
- Media management and reputation protection.
- Role play: Delivering a crisis communication message.

### Day 4: Crisis Management Teams and Decision-Making

- Forming and managing crisis management teams.
- Defining roles and responsibilities in crisis response.
- Decision-making under pressure and uncertainty.
- Managing competing priorities during critical incidents.
- Information flow, reporting lines, and situational awareness.
- Documentation, communication discipline, and crisis logs.
- Practical exercise: Running a crisis team decision-making scenario.



### Day 5: Practical Application and Simulations

- Crisis simulation exercises.
- Applying crisis management frameworks in realistic scenarios.
- Coordinating response actions under time pressure.
- Post-crisis analysis and lessons learned.
- Developing a crisis management action plan.
- Continuous improvement in crisis management.
- Final activity: Presenting a crisis response and improvement plan.

## Individual Impact

- Strengthen your understanding of crisis management and emergency response.
- Improve your confidence in leading and supporting crisis response activities.
- Build practical skills in planning, communication, coordination, and decision-making.
- Enhance your ability to stay focused and effective under pressure.
- Gain experience through realistic crisis simulations.
- Develop a practical action plan for improving crisis readiness.

## Work Impact

- Improve organizational preparedness for crises and emergencies.
- Strengthen emergency response planning and coordination.
- Reduce confusion, delays, and communication gaps during critical incidents.
- Improve stakeholder confidence through clear crisis communication.
- Support faster recovery and better protection of people, operations, and reputation.
- Build a stronger culture of readiness, resilience, and continuous improvement.

## Training Methodology

This program uses a practical and scenario-based approach to help participants apply crisis management tools in realistic situations. Learning methods include:

- Interactive discussions and guided facilitation.
- Crisis management case studies and incident reviews.
- Risk assessment and emergency planning exercises.
- Crisis communication role plays.
- Crisis management team simulations.
- Decision-making and situational awareness exercises.
- Post-crisis review and lessons learned activities.
- Practical templates, checklists, and action planning tools.



## Beyond the Course

Upon completion, participants will be prepared to manage crises and emergency response activities with greater confidence, structure, and leadership discipline. They will return ready to:

- Develop a comprehensive crisis management plan.
- Build practical emergency response procedures.
- Lead and coordinate crisis management teams effectively.
- Communicate clearly with stakeholders during critical incidents.
- Make stronger decisions under pressure.
- Use simulations and lessons learned to continuously improve crisis readiness.

