Media Management in Crisis Communications: Mastering PR

8 – 12 March 2027
Toronto (Canada)



Media Management in Crisis Communications: Mastering PR

Ref: 323046_222827 **Date:** 8 – 12 March 2027 **Location:** Toronto (Canada) **Fees:** 5900 GBP

Course Description

This comprehensive 1-week course equips professionals with the skills to effectively manage media during crises. Participants will learn to develop crisis communication plans, craft strategic messages, and leverage various media channels to protect organizational reputation. The course combines theoretical knowledge with practical exercises to prepare communicators for real-world crisis scenarios.

Learning Objectives

- Develop comprehensive crisis communication plans
- Craft clear, concise messages for different media platforms
- Implement effective stakeholder engagement strategies
- Utilize social media for rapid crisis response and monitoring
- Apply reputation repair techniques post-crisis

Course Modules

Day 1: Understanding Crisis Communications

- Defining crises and their impact on organizations
- The role of media in crisis situations
- Principles of effective crisis communication
- Stakeholder analysis and prioritization

Day 2: Crisis Preparedness and Planning

- Developing a crisis communication plan
- Forming and training a crisis management team
- Conducting vulnerability assessments
- Creating pre-approved message templates

Day 3: Media Engagement Strategies

- Crafting clear and concise media statements
- Preparing spokespersons for media interviews
- Managing press conferences effectively
- Handling difficult questions and hostile media



Day 4: Digital and Social Media Crisis Management

- Leveraging social media for crisis communication
- Real-time monitoring and rapid response techniques
- Managing online reputation during crises
- Combating misinformation and rumors

Day 5: Post-Crisis Management and Learning

- Implementing reputation repair strategies
- Conducting post-crisis evaluations
- Updating crisis plans based on lessons learned
- Long-term stakeholder relationship management

Practical Wins for Participants

- A customized crisis communication plan template
- Hands-on experience in crafting crisis messages
- Techniques for effective media interview performance
- Strategies for leveraging social media during crises

