



Crisis Management

COURSE DESCRIPTION

At the end of the course, the participants are expected to be capable of:

- Identifying damages raised from crisis
- Planning how to deal with and respond to a crisis, once it's already occurred
- Managing crisis situations in a scientific manner.

Learning Outcomes

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- Planning how to deal with and respond to a crisis, once it's already occurred
- Managing crisis situations in a scientific manner.

Course Outline

- The necessary strategies and procedures for preventing, coping with and eliminating the effects of crisis situations and emergencies.
- The concept of damage control.
- The need to establish an emergency and crisis unit so that it would deal effectively with any emerging situations
- Crisis management planning that deals with providing the best response to a crisis
- The role of media in crisis situations

Who Should Attend

- A high level media training course aimed at chief executives, senior executives and other senior personnel. Any spokesperson likely to be called upon to have to deliver a response to a crisis in the media. This training will equip delegates with the skills to ensure they appear in control without appearing arrogant and demonstrate concern and empathy whilst not appearing weak.

COURSE DURATION: 4 Days

TRAINING HOURS: 16 hrs

MINIMUM NO. OF TRAINEES: 15

LANGUAGE : English

