



CMC 2050: Crisis Communication Planner



2 day instructor led
Blended Learning
Self-study course books

Crisis Management & Communication Professional Development Program

Resilience.
Education.
Credentialing.



The International Consortium
For Organizational Resilience

Crisis Communication Planner

Audience: Those who work in public relations, communications, and those responsible for planning communications before, during, and after an incident.

Description: Understanding the elements of communicating during a crisis or incident is an essential planning component for every organization.

This course provides valuable information on how to protect an organization's reputation, the role of the spokesperson(s), message development, how to write the communications plan, and includes a crisis communication plan template.

An organization in crisis faces many grave threats. Employees can be in physical danger. Buildings can fall. Customers can be lost. But the most serious threat is and always will be the threat to the organization's most important asset – its reputation.

To protect the organization from reputational threats requires careful, thoughtful, detailed planning and a methodology for inculcating a culture of organizational crisis preparedness. In this two-day seminar, you will learn how to prepare the organization for inevitable threats to reputation, execute the crisis communications plan, then, when the crisis has passed, assess and do what must be done before the next threats occur.

Course Outline

1 Reputation

The concept of reputation and its vulnerabilities is essential to crisis communications planning. We'll examine the value of preserving an organization's reputation then examine how reputations are strengthened and weakened.

2 The Spokesperson's Role in a Crisis

The spokesperson is the person who runs into the "burning building" as everyone else is running out. To manage that person, you must first understand the importance of media training for a spokesperson as you learn the attributes of a spokesperson.

3 Message Development

Developing the right message for the right audience at the right time is as much an art as a science. We'll prepare you for the science part. In the practical exercises, you'll develop the art. You'll learn how to construct strong, common-sense, provable messages that you can deliver and defend.

4 The Crisis Communications Team

The Crisis Communications Team executes the plan, but the members are often unwilling, untrained or otherwise unprepared to accomplish their vital tasks. We'll discuss the membership of the team and the individual roles of each member.

5 Writing the Crisis Communications Plan

The second day of the class will be spent on the details of construction of a crisis communications plan. We'll list the essential elements that should be included in a crisis communications plan and show you the specific questions you must ask and documents you must examine to construct a plan. We will identify in great detail what to do and what to avoid when responding to a crisis event. Last, we will discuss how to assess communications performance before, during and after a communications crisis.

Takeaways

Students will take away a detailed, first-rate, fill-in-the-blanks crisis communications plan and the knowledge to fill blanks. They will also be given a detailed checklist for evaluating communications performance in a crisis.

Credentials



Participants will be evaluated on their participation in the class exercises as well as graded formally on a case study short answer evaluation the last day of class. Successful completion of the course results in an ANSI accredited certificate as a Crisis Communication Planner. If seeking ICOR certification, this course can be used to support certification as a Crisis Management & Communication Professional.



Communicating to Preserve Your Reputation

Crisis Management & Communication

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