



Crisis Management – Planning and Reacting

Course Description

A 2-day seminar making extensive use of case studies aimed at PR professionals who plan for and manage crisis situations ensuring minimum harm and maximum benefit is gained from having clear responsibilities and messaging when confronted with difficult and challenging situations.

Content Outline

Using extensive groupwork and personal experience, the course will focus on the following areas:

Stopping an issue becoming a crisis

What is an issue

- Scoping the territory
- How to spot them
- Scenario planning – what *could* happen
- Preparing for the unknown

How to prepare for issues

- Preparing the groundwork
- Selecting an issues management team
- Identifying issue areas
- Identify audiences
- What to say to whom
- Prepare briefing documents

Handling the issue

- Putting theory into practice
- Analyzing the situation
- Implement the issues plan
- Check it's working

Defending the company on-line

- Making the most of the web and the challenges it brings

Handling media

- Print, broadcast
- Telephone interviews etc

Take away benefits

- Understand the importance of planning – even for the unknown
- Reacting correctly to a crisis situation
- Defending the reputation of the company/client
- Learning from past experience and mistakes
- Set up a best-in-class crisis response team
- Being prepared to handle media
- Understanding the importance of the internet in communicating with stakeholders