

Tech-Powered Public Relations & Crisis Communication

COURSE OVERVIEW

This course provides a strategic and technology-driven understanding of how organizations can prepare for, respond to and recover from crisis while protecting public trust and brand reputation. The course curriculum emphasizes on structured crisis leadership, communication governance, ethical use of AI, analytics and automation to enhance situational awareness and response capability. Participants will gain practical knowledge on integrating crisis management with digital communication strategies to ensure agility, credibility and transparency.

WHO SHOULD ATTEND?

This course is designed for PR executives, crisis managers, executives in government, communication strategists, media strategists, brand managers and corporate leaders responsible for organizational resilience and crisis response. It is also important for NGOs and private organizations responsible for managing public image, stakeholder relations and rapid-response communication in dynamic digital environments.

COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Understand the role of technology in modern crisis communication.
- Craft authentic, transparent and effective communication during crisis to protect and rebuild reputation.
- Apply predictive analytics and sentiment tracking to anticipate emerging risks and public reactions.
- Evaluate post-crisis performance using metrics and impact analysis.
- Apply ISO 22361-aligned frameworks for crisis preparedness and response.
- Use AI tools for real-time monitoring and stakeholder engagement.
- Design resilient communication systems to protect brand reputation.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- The principles of digital-first crisis communication and proactive reputation management.
- How to leverage technology, AI and automation to enhance PR performance and responsiveness.
- The role of social listening, analytics dashboards and chatbots in stakeholder engagement.
- Strategies for controlling narratives during crisis through rapid digital storytelling and content governance.
- How to design real-time monitoring and early-warning system systems using data and media intelligence.
- Practical tools for rapid-response frameworks.
- Ethical and transparent digital communication that builds public trust.
- ISO 22361-aligned crisis communication strategies.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded