

# Public Communication and Media Management During Crises

## COURSE OVERVIEW

This course examines the vital role of communication in managing public perception, maintaining trust, and ensuring coordinated response during crises. It covers key areas such as crisis communication planning, media engagement strategies, message development, stakeholder coordination, and management of misinformation and social media narratives. Through interactive sessions and real-world case studies, participants will gain practical skills to communicate clearly under pressure, handle media relations with confidence, and lead transparent, credible, and effective public communication efforts during emergencies.

## WHO SHOULD ATTEND?

This course is designed for public relations officers, corporate communication managers, crisis response coordinators, government spokespersons, emergency management officials, and media liaison officers. It is also ideal for senior executives, risk and compliance professionals, and organizational leaders responsible for public messaging, reputation management, and stakeholder communication during crises or high-pressure situations.

## COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Analyze the dynamics of crisis communication in different contexts.
- Develop and deliver clear, consistent, and credible messages under pressure.
- Manage media interactions and public narratives to safeguard reputation and trust.
- Apply ethical decision-making in crisis communication scenarios.
- Design a comprehensive crisis communication and media management plan.

## KEY COURSE HIGHLIGHTS

At the end of the course, you will understand:

- How to develop and implement effective crisis communication strategies.
- Why timely, transparent messaging is essential for maintaining public trust.
- How to manage media relations and press interactions under pressure.
- When to engage key stakeholders and coordinate unified communication responses.
- How to handle misinformation, rumors, and social media challenges during crises.
- Why consistent internal and external communication supports organizational credibility.
- How to prepare spokespersons and communication teams for high-stakes media engagement.
- When to conduct post-crisis reviews to refine communication and response 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