

## Executive Crisis Communication & Media Leadership Programme

### Course Overview

This programme equips energy sector HSE leaders with specialist crisis communication and media leadership skills to transform operational incidents such as pipeline leaks, rig failures, or refinery events into managed reputational successes. Through CIPR-aligned frameworks, hands-on simulations (e.g., Deepwater Horizon case), and media drills, participants will master stakeholder alignment, regulatory messaging, and high-pressure scrutiny to safeguard reputation while upholding safety and compliance.

### Who Should Attend

HSE managers, safety directors, incident response leads, compliance officers, and operations spokespersons in upstream, midstream, and downstream energy roles facing acute public safety, media, and regulatory demands.

### Course Outcomes

Delegates will gain knowledge and skills to:

- Swiftly assess HSE/energy crises and activate targeted protocols.
- Construct message maps harmonizing legal, safety, and reputational demands.
- Deploy media techniques—bridging, flagging, blocking—with precision.
- Neutralize social media crises and misinformation in real time.
- Direct multi-stakeholder coordination (regulators, contractors, communities).
- Conduct post-crisis reviews to enhance communication resilience.

### Key Course Highlights

At the end of this course, you will understand:

- Distinguishing operational incidents from reputational crises.
- Tailored crisis strategies aligned with energy priorities.
- Speed, transparency, and consistency as response pillars.
- Media/digital influence on crisis perception.
- Pressurized stakeholder engagement tactics.
- Recovery frameworks for trust restoration and lessons integration.

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