CRISIS COMMUNICATION AND REPUTATION MANAGEMENT TRAINING COURSE

Introduction

Organizations today operate in environments characterized by increasing reputational risks, rapid information dissemination, social media pressure, political scrutiny, stakeholder activism, and heightened public expectations. A single crisis, whether operational, financial, technological, environmental, or reputational, can significantly damage institutional credibility, stakeholder confidence, and organizational sustainability if not managed effectively. Modern institutions therefore require structured crisis communication systems capable of delivering timely, transparent, accurate, and strategic responses during emergencies and periods of uncertainty. This comprehensive executive programme equips participants with practical knowledge and advanced competencies in crisis communication planning, emergency communication systems, media response management, stakeholder communication, and institutional reputation protection. The programme examines global best practices in crisis communication, organizational resilience, risk communication frameworks, and media management strategies used by successful institutions worldwide. Through crisis simulations, real-world case studies, media response exercises, and communication scenario analysis, participants will gain practical skills for managing organizational crises effectively while protecting institutional image, maintaining stakeholder trust, and strengthening organizational resilience.

Course Objectives

- Strengthen crisis communication preparedness and response systems
- Improve media engagement and emergency communication skills
- Enhance institutional reputation protection strategies
- Build effective stakeholder communication mechanisms during crises
- Improve leadership communication during emergencies

P.O Box 7254- 01000
www.trustgatecorporateskills.co.ke
Location Thika & Nairobi

- Strengthen digital and social media crisis response capabilities
- Develop post-crisis recovery and reputation rebuilding strategies
- Equip participants with practical crisis management communication tools

Course Modules

> Module 1: Foundations of Crisis Communication
- Principles of crisis communication
- Types of organizational crises
- Crisis communication frameworks
- Organizational vulnerability analysis
- Crisis preparedness systems

> Module 2: Reputation Risk and Institutional Image Management
- Reputation risk assessment
- Institutional image protection strategies
- Stakeholder trust management
- Brand credibility and public confidence
- Reputation monitoring tools

> Module 3: Crisis Communication Planning
- Crisis communication policy development
- Emergency communication structures
- Crisis response teams and responsibilities
- Communication escalation procedures
- Crisis communication resource planning

> Module 4: Media Relations During Crises
- Media engagement during emergencies
- Press conference management
- Interview handling techniques
- Managing negative publicity
- Media monitoring and response systems

> Module 5: Digital and Social Media Crisis Management
- Social media crisis response strategies
- Managing online misinformation

- Digital reputation protection
- Monitoring online public sentiment
- Online stakeholder communication

> Module 6: Stakeholder Communication During Emergencies
- Internal communication during crises
- Public information management
- Community engagement strategies
- Communication with regulators and partners
- Maintaining stakeholder confidence

> Module 7: Leadership Communication During Crises
- Executive communication responsibilities
- Leadership visibility and credibility
- Decision-making communication
- Public reassurance strategies
- Ethical communication during emergencies

> Module 8: Crisis Recovery and Reputation Rebuilding
- Post-crisis communication strategies
- Organizational reputation restoration
- Stakeholder confidence rebuilding
- Institutional image recovery plans
- Communication evaluation and lessons learned

> Module 9: Organizational Resilience and Risk Communication
- Organizational resilience frameworks
- Risk communication systems
- Business continuity communication
- Crisis prevention communication strategies
- Strengthening institutional preparedness

> Module 10: Crisis Simulation and Action Planning
- Crisis communication simulations
- Media response exercises
- Stakeholder communication drills
- Crisis communication evaluation

- Action plan development