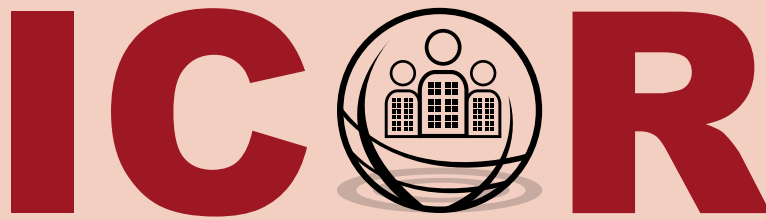


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The International Consortium  
For Organizational Resilience

## ICOR COURSES



# Crisis Communication Planner (WITH ANSI ACCREDITED EXAM)


Understanding the elements of communicating during a crisis or incident is an essential planning component for every organisation. This course provides valuable information on how to protect an organisation's reputation, the role of the spokesperson(s), message development, how to write the communications plan, and includes a crisis communication plan template.

An organisation in crisis faces many grave threats. Employees can be in physical danger. Buildings can fall. Customers can be lost. But the most serious threat is and always will be the threat to the organisation's most important asset - its reputation.



To protect the organisation from reputational threats requires careful, thoughtful, detailed planning and a methodology for inculcating a culture of organisational crisis preparedness. In this two-day course, you will learn how to prepare the organisation for inevitable threats to reputation, execute the crisis communications plan, then, when the crisis has passed, assess and do what must be done before the next threats occur.



### WHO SHOULD ATTEND

 **THOSE WHO WORK IN PUBLIC RELATIONS, COMMUNICATIONS, AND THOSE RESPONSIBLE FOR PLANNING COMMUNICATIONS BEFORE, DURING, AND AFTER AN INCIDENT.**

### UPON COMPLETION OF THIS COURSE, PARTICIPANTS WILL:

-  Have an understanding of the key elements of effective communication during a crisis
-  Be able to apply sound principles to develop and implement a practical crisis communication plan in the context and framework of their own organisations

## KEY TOPICS

- ✓ **Reputation**  
The concept of reputation and its vulnerabilities is essential to crisis communications planning. We'll examine the value of preserving an organisation's reputation then examine how reputations are strengthened and weakened.
- ✓ **The Spokesperson's Role in a Crisis**  
The spokesperson is the person who runs into the "burning building" as everyone else is running out. To manage that person, you must first understand the importance of media training for a spokesperson as you learn the attributes of a spokesperson.
- ✓ **Message Development**  
Developing the right message for the right audience at the right time is as much an art as a science. We'll prepare you for the science part. In the practical exercises, you'll develop the art. You'll learn how to construct strong, common-sense, provable messages that you can deliver and defend.
- ✓ **The Crisis Communications Team**  
The Crisis Communications Team executes the plan, but the members are often unwilling, untrained or otherwise unprepared to accomplish their vital tasks. We'll discuss the membership of the team and the individual roles of each member.
- ✓ **Writing the Crisis Communications Plan**  
We'll list the essential elements that should be included in a crisis communications plan and show you the specific questions you must ask and documents you must examine to construct a plan. We will identify in great detail what to do and what to avoid when responding to a crisis event. Last, we will discuss how to assess communications performance before, during and after a communications crisis.
- ✓ **Takeaways**  
Students will take away a detailed, first-rate, fill-in-the-blanks crisis communications plan and the knowledge to fill in the blanks. They will also be given a detailed checklist for evaluating communications performance in a crisis.