



London TDM

# Security Management and Risk Protection Training Courses

**Course Venue:** United Arab Emirates - Dubai

**Course Date:** From 02 November 2025 To 06 November 2025

**Course Place:** Downtown Dubai

**Course Fees:** 5,000 USD

## Introduction

This five-day professional course on "Crisis Communication and Media Handling" is designed to equip professionals with the skills and techniques necessary to effectively manage communication during crises and navigate media interactions. Participants will gain insights into strategic communication, media management, message crafting, and the implementation of best practices during challenging situations.

## Objectives

- Understand the principles of crisis communication and its importance.
- Develop skills to craft effective messages during a crisis.
- Learn how to engage with and manage media interactions.
- Recognize the impact of digital media on crisis communication.
- Apply ethical considerations in crisis communication and media handling.

## Course Outlines

### Day 1: Introduction to Crisis Communication

- Definition and Types of Crises
- Importance of Communication in Crises
- Key Principles of Crisis Communication
- Stakeholders Identification and Analysis
- Roles and Responsibilities of a Crisis Communicator

### Day 2: Developing a Crisis Communication Plan

- Components of a Crisis Communication Plan
- Message Development and Key Messaging
- Crisis Management Team Establishment
- Internal and External Communication Strategies
- Simulating Crisis Scenarios for Preparation

### Day 3: Media Engagement and Press Conferences

- Understanding Media Needs and Timelines
- Building Relationships with Journalists and Media Outlets
- Conducting Effective Press Conferences
- Interview Techniques and Media Training
- Handling Difficult Questions During Crises

### Day 4: Digital and Social Media Management

- Impact of Digital Media on Crisis Communication
- Using Social Media as a Communication Tool in Crises
- Monitoring and Responding to Social Media Activity
- Crisis Communication in Online Forums and Communities
- Managing Misinformation and Rumors Online

## **Day 5: Ethical Practices and Case Studies**

- Ethical Considerations in Crisis Communication
- Transparency and Accountability in Communication
- Lessons from Historical Crisis Communication Cases
- Group Exercises: Developing Crisis Communication Strategies
- Course Wrap-up and Key Takeaways