



aractech

Global Learning for Operational Leaders

BUSINESS CONTINUITY AND CRISIS MANAGEMENT | BCCM-001

Media Management in Crisis Communications

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Course content

Why Attend

In today's fast-moving digital world, a crisis can escalate within minutes and severely damage an organization's reputation, operations, and stakeholder trust. Effective media management during crises is essential to control the narrative, reduce misinformation, and maintain public confidence. This course equips participants with practical skills to manage media relations, communicate effectively under pressure, and develop structured crisis communication strategies that protect organizational reputation and ensure timely, transparent messaging.

Course Methodology

- This course combines communication theory with realistic crisis simulations and media handling exercises. Participants will engage in press briefing role-plays, crisis scenario workshops, and message development exercises. Case studies from real-world corporate, governmental, and industrial crises will be analyzed. Practical sessions will focus on spokesperson training, media response planning, and digital communication strategies.

Course Objectives

- Understand principles of crisis communication and media management
- Develop structured crisis communication plans
- Respond effectively to media inquiries during crises
- Manage organizational reputation under pressure
- Deliver clear, consistent, and timely messages
- Handle social media communication during emergencies

Target Audience

- Public Relations and Communications Professionals
- Corporate Communication Managers
- Media Relations Officers
- Senior Managers and Executives

Course outline

Detailed course outline

Day-by-day outline for Media Management in Crisis Communications.

Day 1 - Foundations of Crisis Communication

- What is a crisis and types of crises
- Principles of crisis communication
- Communication lifecycle during a crisis
- Role of media in crisis situations
- Common communication failures and risks

Day 2 - Crisis Communication Planning

- Developing crisis communication plans
- Stakeholder identification and prioritization
- Message development and key messaging frameworks
- Internal vs external communication strategies
- Crisis communication teams and roles

Day 3 - Media Relations During Crisis

- Understanding media behavior in crises
- Handling press inquiries and interviews
- Preparing press releases and statements
- Spokesperson preparation and training
- Managing difficult media questions

Course outline

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Day 4 - Digital and Social Media Crisis Management

- Role of social media in crisis escalation
- Monitoring online sentiment and misinformation
- Real-time communication strategies
- Managing rumors and fake news
- Digital reputation protection strategies

Day 5 - Crisis Simulation and Advanced Techniques

- Full crisis simulation exercise (real-time scenario)
- Media briefing and press conference role-play
- Decision-making under pressure
- Lessons learned from global crisis case studies
- Final crisis communication action plan

Seminar dates

Available seminar dates

Live dates and pricing for Media Management in Crisis Communications generated from the course details page.

Date	Location	Format	Fee
18 - 22 May 2026	Barcelona	Classroom	€2,695
22 - 26 June 2026	Paris	Classroom	€3,150
13 - 17 July 2026	Frankfurt	Classroom	€2,275
17 - 21 August 2026	Barcelona	Classroom	€2,695
21 - 25 September 2026	Frankfurt	Classroom	€2,275
19 - 23 October 2026	Rome	Classroom	€2,975
2 - 6 November 2026	Kuala Lumpur	Classroom	€1,575

Live online option

Online delivery is available at €1,250.