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COURSE BROCHURE

# Advanced Crisis Communication Skills Training Course

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Dubai

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Registered in the United Kingdom and Saudi Arabia

# Advanced Crisis Communication Skills Training Course

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Advanced Crisis Communication Skills is a 2-week training course for communications directors, corporate spokespeople and senior public relations leads, built around a crisis message playbook that each participant completes and shares with colleagues. Disruption now spreads across social platforms and newsrooms within minutes, so the first statement often shapes trust more than the incident itself. Jupiter Prime Training offers Crisis Communication Skills as an open-enrolment course for senior communicators.

## Why Crisis Communication Skills Matter Now

Three forces shape crisis communication today: the speed at which unverified claims travel on social platforms, closer scrutiny from employees, investors and official bodies, and audiences who expect visible empathy as well as facts. An organisation that speaks early, accurately and consistently keeps room to act; one that hesitates or contradicts itself loses control of the narrative and spends months repairing trust. The course draws on ISO 22361, the international guideline for crisis management, to connect messaging with crisis team structure, and on ISO 22301, the standard for business continuity management systems, to link communication with recovery priorities.

## Who Gains Most from Crisis Communication Skills

- Leaders accountable for corporate reputation and the approval of public statements
- Spokespeople who face journalists, cameras and hostile questioning on behalf of the organisation
- Heads of internal communication who brief staff and line managers during disruption
- Media relations and digital leads who monitor channels and correct false claims
- Advisers who support executive committees with stakeholder messaging during incidents

A corporate affairs function gains most when its spokesperson, digital lead and internal communicator attend together and rehearse their hand-offs.

## Crisis Communication Skills Capabilities

Participants leave able to shape messages, sequence audiences and hold composure when facts are incomplete.

- Design a message map with three key messages and supporting proof points — executive approval
- Draft holding statements that release verified facts within the first hour — newsroom and public expectations
- Sequence stakeholder notifications so staff, partners and official bodies hear first — trust preservation
- Apply bridging and flagging techniques in hostile interviews — spokesperson credibility
- Assess rumours and choose whether to correct, ignore or pre-empt them — digital response priorities
- Build a reputation recovery roadmap after the acute phase — board and investor confidence

## Key Crisis Communication Skills Terms

- Holding statement — a short, pre-approved release confirming known facts and promising further updates while details are still being verified.
- Message map — a one-page structure of three key messages, each backed by supporting facts, prepared for a specific audience.
- Dark site — a prepared web page kept offline and published during an incident as the owned source of updates.
- Bridging — a technique that acknowledges a difficult question briefly and moves the answer back to a core message.
- Communication sequencing — the agreed order in which stakeholder groups receive information, set by their influence and exposure.
- Rumour triage — a rapid assessment of a false or unverified claim to decide the response and its urgency.

## Crisis Communication Skills Day by Day

## Day 1: The Crisis Communication Landscape

- Crisis Typology Matrix — Deciding Which Incidents Trigger Public Communication
- Stakeholder Salience Mapping — Ranking Audiences by Power, Urgency and Legitimacy
- ISO 22361 Communication Principles — Aligning Messaging With Crisis Team Structure
- Reputational Exposure Scan — Identifying Narratives Most Likely to Escalate
- Crisis Communication Charter — Agreeing Authority to Speak and Approve

## Day 2: Message Architecture

- Message Mapping Method — Structuring Three Key Messages With Supporting Proof
- Holding Statement Templates — Releasing Facts Before Full Information Arrives
- Empathy, Action and Commitment Sequence — Balancing Care With Accountability
- Plain Language Testing — Removing Jargon That Fuels Public Suspicion
- Pre-Approved Message Library — Cutting Approval Time During the First Hour

## Day 3: Sequencing Stakeholder Communication

- Communication Sequencing Grid — Deciding Who Hears First and Why
- Employee-First Briefing Protocol — Preventing Staff Learning the News From Media
- Investor and Partner Notifications — Protecting Confidence in Commercial Relationships
- Official Body Liaison Scripts — Keeping Authorities Informed Without Speculation
- Customer and Community Updates — Matching Channel Choice to Audience Reach

## Day 4: Spokesperson Performance Under Pressure

- Spokesperson Selection Criteria — Matching Seniority and Credibility to Incident Severity
- Bridging and Flagging Techniques — Returning Hostile Questions to Core Messages
- Non-Verbal Composure Drills — Projecting Calm While Facts Remain Uncertain
- Camera-Ready Briefing Packs — Equipping Speakers With Facts and Red Lines
- Recorded Mock Interviews — Diagnosing Weak Answers Before Real Exposure

## Day 5: Digital Velocity and Rumour Control

- Social Listening Dashboards — Detecting Sentiment Shifts and Emerging False Claims
- Rumour Triage Model — Choosing Between Correcting, Ignoring or Pre-Empting
- Dark Site Activation — Publishing an Owned Source of Verified Updates
- Trusted Voice Engagement — Slowing Misinformation Through Credible Community Figures
- Platform Update Cadence — Setting Intervals That Sustain Public Credibility

## Day 6: Internal Communication During Disruption

- Internal Cascade Model — Equipping Line Managers to Brief Their Teams
- Employee Question Logs — Surfacing Anxieties Before They Spread Externally
- Intranet and Messaging Protocols — Controlling Leak Risk Across Internal Channels
- Welfare and Family Notifications — Handling Safety News With Sensitivity
- Leadership Visibility Plan — Deciding When Executives Address Staff Directly

## Day 7: Legal, Ethical and Cultural Dimensions

- Legal Review Workflow — Balancing Liability Caution With Expected Candour
- Apology Framing Choices — Expressing Regret Without Prejudicing Investigations
- Cultural and Language Adaptation — Tailoring Tone for Multilingual Audiences
- Ethical Disclosure Tests — Judging What the Public Needs to Know
- Joint Partner Statements — Coordinating Wording Across Several Organisations

## Day 8: Crisis Communication Cell Operations

- Communication Cell Roles — Assigning Writers, Monitors, Approvers and Liaison Officers
- Approval Chain Mapping — Removing Bottlenecks Between Legal and Executive Sign-Off
- Media Enquiry Log — Tracking Journalist Requests and Promised Callbacks
- Shift Handover Briefs — Sustaining Message Consistency Across Extended Incidents
- Simulation Inject Design — Testing Communication Cells Against Escalating Scenarios

## Day 9: Reputation Recovery and Learning

- Reputation Recovery Roadmap — Sequencing Actions That Rebuild Stakeholder Trust
- Coverage and Sentiment Evaluation — Measuring Whether Messages Landed as Intended
- After-Action Communication Review — Capturing Lessons on Timing and Tone
- Follow-Up and Anniversary Messaging — Handling Renewed Attention After the Event
- Narrative Repositioning Options — Deciding When to Move Beyond the Crisis Story

## Day 10: Practising the Crisis Message Playbook

- Full Simulation With Message Maps — Applying the Architecture Built Earlier
- Live Press Conference Exercise — Testing Spokesperson Techniques Under Hostile Questioning
- Rumour Response Drill — Combining Triage With Dark Site Activation
- Peer Critique of Sequencing Choices — Refining Stakeholder Order and Channel Mix
- Crisis Message Playbook — Assembling Templates, Sequences and Spokesperson Briefs

## Applying Crisis Communication Skills After the Course

- Lead a review of existing holding statements and rebuild them as message maps for the three most likely incident types.
- Run a one-hour tabletop exercise that tests the communication sequencing grid with the spokesperson, legal adviser and internal communication lead.

## Crisis Communication Skills Questions FAQ

### What are crisis communication skills and why do they matter now?

Crisis communication skills are the methods used to inform and reassure stakeholders when an incident threatens people, operations or reputation. They matter now because false claims spread within minutes, so organisations that speak early and consistently keep control of the narrative.

### Which roles gain most from advanced crisis communication skills?

Communications directors, spokespeople, media relations leads and internal communication heads gain most. You benefit if you approve statements, face journalists or brief staff during disruption, especially when colleagues from the same function attend together.

## How do advanced crisis communication skills differ from a general crisis management course?

Advanced crisis communication skills focus on messages, spokespeople and stakeholder sequencing rather than on crisis team command or operational recovery. A general crisis management course covers the whole response, while this one goes deeper into what is said, by whom and when.

## What do you bring back from advanced crisis communication skills training?

You bring back a crisis message playbook with message maps, holding statements, a sequencing grid and spokesperson briefing packs. It is ready to test with your colleagues in a first exercise and to adapt to the incidents your organisation faces.

## Crisis Communication Skills: The Way Forward

The crisis message playbook gives a communications function a tested starting point for the first hour of any incident. Its first use is deciding who approves the opening holding statement and how quickly. Spokespeople, digital leads and internal communicators use it together. After its first live use, the sequencing order deserves another look, since real incidents reveal which audiences needed to hear sooner.