



Communicating in a Crisis - Course Outline

Full day – 9.30am – 4.30pm

This one day course is intended to integrate with your businesses continuity management arrangements and sets out the seven steps to communicate effectively in a crisis. The course will cover:

- Internal and external communication, from the first minutes, hours and days of an incident to long afterwards
- An overview of the media today
- How to prioritise media requests for information
- How to stay in control
- How to work with your fellow managers and the communications team to take note of public perception
- Media do's and don'ts applicable to all managers in an organisation.

We will also cover the aftermath of an incident and how to use the crisis as an opportunity to renew and refresh your communications policy to all stakeholders on an ongoing basis.

All of our courses are tailored to suit an organisation's individual training needs.

About Us

Offrisk is a professional business continuity and risk management consultancy. We are headquartered in Glasgow, Scotland and have clients throughout the UK and Ireland.

See www.offrisk.com or call us on 0141 563 9747 for more information.

