

# CRISIS COMMUNICATIONS WORKSHOP



Irish Academy of Public Relations

## **Crisis Communications Strategy**

Communications skills are never more important than when an organisation faces a crisis situation, an inevitability in any organisation. Whether major or minor, a mishandled crisis can cause lasting damage to an organisation's reputation and credibility. The ability to manage and control crisis communication is a key skill for PR professionals. Our workshop will deliver these key skills and equip those responsible for managing a crisis with the expertise to guide their organisation through and out of difficult times.

## **Understanding Crisis Management**

- Definition and importance of crisis management
- Types of crises that can affect organizations
- Stages of a crisis: precrisis, crisis response, postcrisis

## **Crisis Preparation**

- Identifying potential crises and vulnerabilities
- Developing a crisis communication plan
- Establishing a crisis management team
- Creating crisis communication protocols

## **Crisis Response**

- Effective communication during a crisis
- Key messages and talking points for crisis situations
- Media relations and handling press inquiries
- Social media management during a crisis
- Stakeholder communication and transparency

## **Post Crisis Evaluation**

- Assessing the impact of the crisis
- Conducting a postcrisis analysis and debrief
- Learning from the crisis to improve future responses
- Restoring and rebuilding the organization's reputation

## **Who**

This workshop is suitable for anyone who may be responsible to managing communications for their business or organisation and working to retain the reputation and credibility of the company.

**Location: Online  
(Zoom)**

**Date: 5th November**

**Time: 10am to 1pm**

**Duration: 3 Hour  
Workshop**

**Fee: €200**

## **WORKSHOP STRUCTURE**

- Understanding Crisis Management
- Crisis Preparation
- Crisis Response
- Post Crisis Evaluation