COURSE BROCHURE

Crisis Communication

An applied course on managing communication during a crisis, from the holding statement and stakeholder sequencing to handling rumors and social media under pressure.

Code	HT-CRM-103
Category	Crisis & Emergency Management
Duration	1 week
Level	Intermediate
City	Dubai

Introduction

When a crisis breaks, the news reaches people's phones before the management team has met. If the organization stays silent, others fill the gap with guesswork and rumor, and it ends up correcting the story rather than leading it.

Objectives

- Apply the principles of crisis communication: speed, accuracy, empathy and consistency
- Prepare holding statements and key messages that can be updated as the crisis develops
- Set the sequence for addressing stakeholders and the right channel for each group
- Detect rumors and misinformation, gauge their severity and respond to them
- Manage the organization's social media presence during a crisis

Who should attend

- Corporate communication and public relations officers
- Crisis team members responsible for communication
- Digital platform and social media managers
- Internal communication and employee relations officers

Skills you will develop

- Holding statement drafting
- Stakeholder sequencing
- Rumor management
- Real-time digital monitoring

Learning Outcomes

- Prepare a set of pre-drafted holding statements for the organization's main scenarios
- Draw a stakeholder sequencing matrix for the first hours of a crisis
- Build a rumor log recording each rumor's source, severity and response
- Prepare a short guide for running the organization's digital accounts during a crisis

Course Outline

Day 1: What Makes Crisis Communication Different

- What changes in communication once a crisis breaks

- Speed, accuracy, empathy and consistency
- Where communication sits in the crisis team and who approves messages

Day 2: Holding Statements and Key Messages

- The holding statement: what to say when the facts are incomplete
- Pre-drafting statement templates for expected scenarios
- Key messages and keeping them current as events unfold

Day 3: Stakeholders and Sequencing

- Staff, affected people and their families first: why and how
- Regulators, partners and customers, and when to address each
- Keeping one story across internal and external channels

Day 4: Rumors and Social Media

- How rumors and misinformation start and spread
- Monitoring digital platforms and rating the severity of circulating content
- Respond, stay silent or correct: decision rules

Day 5: Communicating Through to the End

- A steady rhythm of updates and announcing the end of the crisis
- Reviewing communication performance and rebuilding trust
- Applied project: a crisis communication pack for a scenario from the participant's organization, with a holding statement, sequencing matrix and rumor response plan

Training methodology

A newsroom simulation feeding crisis updates and mock social media posts at intervals
Timed holding statement drafting workshops with group critique
Analyzing fictional organizational responses that calmed a crisis and others that inflamed it
Triage drills sorting circulating posts by severity and need for a response

Certification

Participants receive a Harbor Training Center certificate of attendance on completing the course.

Upcoming dates

City	Dates	Language	Fee
Dubai	22 – 26 February 2027	EN	EUR 4,500
Dubai	23 – 27 August 2027	AR	EUR 4,500

Fees are per participant.

Contact us

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To register and for details, scan the code or visit:

https://harbor4training.com/en/courses/crisis-communication