Course : Detecting and Managing a Crisis in the Age of Artificial Intelligence

Signal detection, moderation, and decision support using generative and predictive AI.

Practical course - 2d - 14h00 - Ref. MDB

Price : 1570 € E.T.

NEW

The accelerating flow of information, the viral nature of social media, and the emergence of artificial intelligence are profoundly transforming crisis management. Today, organizations must detect early warning signs sooner, coordinate their responses more quickly, and protect their reputation in complex digital environments. This training course enables participants to effectively integrate AI tools into crisis monitoring, moderation, and management systems while managing the associated legal, ethical, and organizational risks.

Teaching objectives

At the end of the training, the participant will be able to:

- Identify the different types of crises and assess their severity using a structured methodology
- Configure a monitoring and weak-signal detection system that incorporates artificial intelligence tools
- Leverage AI to support moderation, communication, and decision-making activities while maintaining appropriate human oversight
- Analyze the legal, ethical, and operational risks associated with the use of AI in crisis situations
- Develop a feedback mechanism that incorporates performance metrics and ensures continuous improvement of the crisis playbook

Intended audience

Communications managers, social media managers, customer relations managers, public affairs managers, compliance managers, risk management managers, crisis response team members, strategic intelligence managers, consultants, and project managers involved in managing sensitive situations.

Prerequisites

Understand the fundamentals of digital communication and crisis management.

PARTICIPANTS

Communications managers, social media managers, customer relations managers, public affairs managers, compliance managers, risk management managers, crisis response team members, strategic intelligence managers, consultants, and project managers involved in managing sensitive situations.

PREREQUISITES

Understand the fundamentals of digital communication and crisis management.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

Practical details

A mix of methodological instruction, demonstrations, and feedback. Case studies based on real-life situations or inspired by real cases. Collaborative workshops, individual exercises, pair work, and crisis simulations.

Course schedule

1 Understanding Crisis Mechanisms and the Role of AI in Response Systems

- Identify the main types of crises: reputational, media, social, cyber, operational, and regulatory
- Analyze the triggers, stakeholders, and potential impacts
- Setting Up a Crisis Response Team: Roles, Responsibilities, Approval Processes, and Escalation Protocols
- Use a gravity/reactivity matrix to assess a situation and prioritize actions
- Explore the benefits and limitations of artificial intelligence in crisis monitoring, detection, and management

Hands-on work

Group analysis of several real-world crisis scenarios. Working in small groups, participants assess the situations using a severity/responsiveness matrix and identify the need for AI-assisted support. A reasoned presentation and comparison of the selected approaches. Individual completion of a stakeholder and risk mapping exercise for a business case.

2 Detecting Weak Signals Using AI-Enhanced Monitoring and Analysis Tools

- Select the tool categories that align with your monitoring objectives: SaaS monitoring platforms, social listening tools, LLMs, and specialized AI solutions
- Set up multi-source data collection and monitoring systems
- Automate monitoring tasks using workflows, connectors, and Robotic Process Automation solutions
- Leverage capabilities in semantic analysis, classification, and anomaly detection
- Assess the quality, reliability, and representativeness of the data used by the models

Hands-on work

Implementation of a monitoring system for a crisis scenario. Working in pairs, participants define sources, keywords, alerts, and dashboards. Exercises in detecting weak signals using a simulated dataset. Comparison of results obtained with different AI tools and critical analysis of the observed discrepancies.

TEACHING AIDS AND TECHNICAL RESOURCES

• The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
• At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
• A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

3 Integrating AI into the crisis management team's decision-making processes and workflows

- Identify tasks within the crisis management team that can be supported by AI
- Design AI assistants and agents dedicated to summarizing, reporting, and executing procedures
- Structuring playbooks that can be used by generative AI systems
- Produce operational summaries, trend analyses, and recommendations for action
- Define the mechanisms for resolving conflicts between human decisions and algorithmic recommendations

Hands-on work

Workshop on designing an AI crisis response assistant. Working in groups, participants develop an operational playbook, define governance rules, and create prompt templates for reporting, status updates, and recommendations. Simulation exercise involving decision-making based on incomplete and evolving information.

4 Implement enhanced moderation and combat misinformation

- Using AI to Assist in Drafting Messages, Responses, and Crisis Communication Content
- Develop and test various messaging options tailored to the target audiences and the brand's voice
- Implement mechanisms for assisted moderation and classification of sensitive content
- Detect disinformation campaigns, manipulated content, and the risks of amplification
- Addressing algorithmic bias and ensuring the security of human validation processes

Hands-on work

Real-time crisis simulation. Divided into teams, participants manage a continuous stream of posts, comments, and media inquiries. Generating AI-assisted responses, conducting comparative tests of different phrasing, deciding which content to publish, and detecting false information embedded in the scenario. Group debriefing on the decisions made and their impacts.

5 Managing AI-Related Risks and Improving Post-Crisis Measures

- Identify the legal risks associated with the use of AI: data protection, liability, intellectual property, and regulatory compliance
- Assess the ethical, organizational, and reputational risks associated with automated systems
- Define performance metrics to measure the effectiveness of the crisis management system
- Use the collected data to produce a structured feedback report
- Update procedures, scenarios, and the playbook based on lessons learned

Hands-on work

Comprehensive case study on crisis resolution. Working in groups, participants analyze the results obtained during the simulation, create a dashboard of metrics, identify performance gaps, and propose improvement actions. Development of an enhanced version of the playbook incorporating relevant uses of AI and risk management measures.

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Dates and locations

REMOTE CLASS
2026 : 30 Nov.

2027 : 15 Feb., 27 May, 6 Sep., 4 Nov.

PARIS LA DÉFENSE
2027 : 8 Feb., 20 May, 30 Aug., 28 Oct.