

# Course : Crisis communication, preparing and coping

*Practical course - 2d - 14h00 - Ref. RIS*  
**Price : 1610 CHF E.T.**



When a serious event occurs within an organization, communication is needed to cut through the rumor mill and limit the impact of the crisis. This training course will show you how to draw up a communication strategy, adapt it and send messages to targets through the appropriate channels.

## Teaching objectives

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

- ✓ Understanding crises
- ✓ Structuring communications adapted to the crisis scenario
- ✓ Managing relations with the media and influencers
- ✓ Disseminate information, check its impact regularly
- ✓ Taking care of the post-crisis phase
- ✓ Anticipate and set up an effective warning system

## Intended audience

Executives and senior managers, crisis managers, communications managers, HR managers, consultants and anyone who has to deliver a message during a sensitive episode.

## Prerequisites

No special knowledge required.

## Practical details

### Hands-on work

Each participant chooses a business scenario. Development of messages, on-camera presentation, critical analysis. Role-playing.

## Course schedule

### PARTICIPANTS

Executives and senior managers, crisis managers, communications managers, HR managers, consultants and anyone who has to deliver a message during a sensitive episode.

### PREREQUISITES

No special knowledge required.

### 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.

## 1 Understanding crises

- The different types of crisis.
- Know the characteristics of a crisis.
- Understanding crisis dynamics.
- Identify the four phases of a crisis.

### Group discussion

Latest news on recent crises. Study of successful crises and crisis communications.

## 2 Structuring communications adapted to the crisis scenario

- Know the three strategies.
- Activate the crisis unit.
- Analyze the crisis communication project.
- Apply a pre-written crisis scenario.
- Organize information. Know the mistakes to avoid.
- Disseminate information quickly.

### Case study

Determine the communication objective for the red thread and think about how to get the information out quickly.

## 3 Managing relations with the media and influencers

- Internal and external targets.
- Tools for sending messages quickly.
- Company newspaper, electronic communication, agency brief.
- Press relations. Press releases, interviews, press conferences.

### Exercise

Red thread: determining your target, thinking about an objective, preparing a message and assimilating it.

## 4 Disseminating information

- Know what can discredit a structure.
- Understand the angle of attack of journalists and influencers.
- Dealing with sensitive issues.

### Role-playing

Red thread: present the message orally. Answering questions. Dealing with attempts to destabilize.

## 5 The post-crisis phase: a stage to look after

- Post-crisis assessment. Analysis.
- Monitoring and control using a dashboard.
- Define indicators and measure deviations.

### Exercise

List the causes of poorly managed crisis communication and the consequences for the audiences concerned.

### 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](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.

## 6 How to anticipate and set up an effective warning system

- Audit your company's past.
- Identify and assess proven risks.
- Identify the different possible strategies.
- Create or improve crisis management procedures and warning systems.
- Identify the missions of the players and the composition of the crisis unit.

### Group discussion

Group analysis of several summary tables based on the scenarios envisaged.

## Dates and locations

### REMOTE CLASS

2026 : 4 June, 17 Sep., 17 Dec.