



# COMMUNICATIONS

**Issue & Crisis  
Management**

**Public  
Diplomacy**

**Training &  
Consultancy**

## Crisis Communications Training

Number of delegates per session:	8 maximum
Pre-requisite training required:	None
Instructional time required:	8 hours
Resources provided by CB3:	1 x Instructor, laptop, exercise materials, handouts
Resources required by CB3:	Delegate details <sup>1</sup> – name, role, general issues of media interest. 1 x room (with laptop compatible projector and screen/large plasma screen)
Example programme for session:	
0900 – 1015	Overview of Crisis Cycle <sup>2</sup>  KLPs <sup>3</sup> : Issue analysis, SWOT, Identification, Assessment, Tools and systems, Monitoring, Detection, Containment, Recovery, Follow-up, Shaping memories, Learning
1015 – 1115	Issue management  KLPs: Potential sources, Political analysis, Organisation-specific analysis, PESTEL, Risk assessment, Stakeholder relationships, Power-Interest matrix, Likelihood versus Impact
1115 – 1230	Preparation  KLPs: Personnel, Crisis Management Team, Spokespersons, Planning, Systems, Rehearsal, Lines-to-Take
1330 – 1430	Crisis Management  KLPs: Strategic options, Accuracy & consistency, 3 Fs, 5Cs, 3 Ps, real-time tyranny, Holding statements, Media policy, Information priorities, Liability issues, Management chains
1430 – 1600	Crisis Management Exercise (CMX) <sup>4</sup>
1600 – 1630	Recovery  KLPs: Shaping memories, Issue tracking, Records, Feedback, Corrective actions, Assessing effectiveness, Learning, Implementing change
1630 – 1700	Course review and close

- Notes:
1. Delegate details required 1 week prior to training session, to be provided in accordance with CB3 Training Requirement Questionnaire.
  2. Case studies and practical exercises will be used throughout the training.
  3. KLP refers to Key Learning Point.
  4. CMX will be designed around specific requirements of the client organization. Corporate Communications required to supply as much background to contemporary issues as possible. CB3 will conduct independent research on the issues and provide issue analysis and crisis scenario.