XCELERATE TRAINING INSTITUTE

your learning & development partner

PUBLIC RELATIONS

# Crisis Management in Public Relations

| DURATION | LANGUAGE | FORMAT |
|---|---|---|
| **10 days** | **English** | **Classroom / Online** |

## Upcoming dates

| Dates | Venue | Format | Fee |
|---|---|---|---|
| 4 – 15 Jan 2027 | Live online | Online (live) | **€1,800** |
| 8 – 19 Feb 2027 | Berlin | Classroom | **€7,200** |
| 12 – 23 Jul 2027 | Live online | Online (live) | **€1,800** |

### Register or ask a question

Online: x8ti.com/course/crisis-management-in-public-relations/

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# Crisis Management in Public Relations

## Introduction

Crisis management by Xcelerate Training Institutes is the process of handling unexpected, disruptive events .Its importance grew after major industrial and environmental disasters. Crises are sudden threats requiring swift action. Unlike risk management, which predicts and prevents risks, crisis management focuses on immediate response. It involves identifying, assessing, and addressing critical situations. Effective crisis management requires clear systems, roles, and processes. It also includes understanding public perception, measuring crisis impact, and effective communication. Reputation, while intangible, boosts business value. Reputation management involves shaping public perception through various strategies, including social media monitoring and public relations campaigns. Understanding stakeholder views is crucial. Issues management identifies potential problems affecting the organization. These three areas are vital for organizational success. This course provides in-depth knowledge of crisis management in public relations, helping you manage crises, protect your organization's reputation, and advance your career.

## Learning Objectives

This course aims to equip professionals with comprehensive crisis management knowledge, the ability to effectively manage crises, expertise in reputation management, including online branding, skills to identify and address issues, foresight to predict and manage risks, advanced skills for career advancement, confidence in using social media analytics, and improved decision-making abilities.

## Training Methodology

Xcelerate Training Institutes use a learner-centered approach. Experienced trainers deliver content through audiovisual presentations and encourage active participation through group activities, role-plays, and case studies. The course follows the Do-Review-Learn-Apply model.

## Benefits for Your Organisation

Organizations benefit from a knowledgeable workforce, improved crisis and issue management, enhanced branding, increased investment, overall organizational growth, internal training, regular audits, and a stronger social media presence.

## Benefits for You

Professionals gain in-depth crisis management knowledge, enhanced skills for career advancement, a broader skill set, ability to train others, expertise in conducting internal audits, proficiency in online reputation management tools, and increased job security.

## Who Should Attend

This course is suitable for top management, marketing professionals, investors, policymakers, human resource professionals, branding agency members, and anyone interested in crisis management.

# Course Outline

## Crisis Management in Public Relations

- This training program will explore crucial aspects of crisis
- Reputation
- Issue management

## Crisis Types

This section will categorize crises into various types, including:

- natural disasters
- Technological failures
- Confrontations
- Malicious acts
- Organizational misconduct
- Workplace violence
- Rumors
- Human-caused disasters

## Crisis Management Phases

This section will outline the stages of crisis management:

- Prevention
- Assessment
- Handling
- Termination

## Leadership in Crisis

This section will focus on leadership roles during different crisis phases: Signal detection

- Preparation
- Containment
- Recovery
- Learning

## Leadership in Crisis Management

This section will delve deeper into the leadership role in crisis management:

- Covering trust-building
- Organizational mindset transformation
- Vulnerability identification
- Swift decision-making
- Knowledge application

## Corporate Reputation

This section will explore the components of:

- Corporate reputation

- Including ethics
- Employees
- Financial performance
- Leadership
- Social responsibility
- Customer focus
- Quality
- Reliability
- Emotional appeal

## Reputation Management

This section will discuss the importance of reputation management in:

- Increasing sales
- Building trust
- Projecting a positive image
- Gaining online insights
- Facilitating recruitment

## Issue Management

This section will cover the significance of:

- Issue management
- Emphasizing clear issue identification
- Documentation
- Impact assessment
- Prioritization
- Action planning

## Issue Management Steps

This section will outline the steps involved in issue management:

- Identification
- Impact evaluation
- Research
- Strategy development
- Implementation
- Progress evaluation

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# Registration Form

## Crisis Management in Public Relations

Preferred dates: ..... Venue or online: .....

Duration: 10 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

### Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

### Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

### Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

### Payment

☐ Please invoice me ☐ Please invoice my company

Signature: ..... Date: .....

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Open the course page