Business Continuity Communications Training Course

Professional Development Training Course Outline

Category	General Training	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s volatile, uncertain, complex, and ambiguous (VUCA) business environment, Business Continuity Communications (BCC) has become a mission-critical capability for organizations seeking operational resilience, reputational protection, and rapid crisis recovery. Effective communication during disruptions whether cyberattacks, natural disasters, supply chain failures, or reputational crises determines how quickly an organization stabilizes operations and restores stakeholder trust. Business Continuity Communications Training Course is designed to equip professionals with advanced skills in crisis communication strategy, emergency communication planning, incident response messaging, and stakeholder engagement frameworks.

The program focuses on building a robust Business Continuity Management System (BCMS) communication layer aligned with global standards such as ISO 22301, integrating risk communication, disaster recovery coordination, and real-time crisis messaging systems. Participants will learn how to design, implement, and execute communication protocols that ensure clarity, speed, accuracy, and consistency across internal teams, customers, regulators, and the public during disruptions. Emphasis is placed on digital-first communication tools, media handling, and leadership messaging under pressure.

Programme Curriculum

Business Continuity Communications Training Course

Introduction

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Course Duration

5 days

Course Objectives

1. Master crisis communication strategy development for business continuity events
2. Understand ISO 22301-aligned communication frameworks
3. Develop incident communication escalation protocols
4. Build effective stakeholder communication matrices
5. Enhance emergency notification system deployment skills
6. Strengthen risk and reputation management communication
7. Apply media crisis handling and press statement development
8. Design multi-channel communication continuity plans
9. Improve executive messaging during disruptions
10. Implement cyber incident communication strategies
11. Integrate social media crisis response techniques
12. Build communication resilience in disaster recovery planning
13. Strengthen real-time decision-making communication workflows

Target Audience

- Business Continuity Managers and Officers
- Risk Management Professionals
- Corporate Communications Specialists
- IT Disaster Recovery Teams
- Crisis Management Teams
- Executive Leadership and C-level Managers
- Public Relations and Media Officers
- Compliance and Audit Professionals

Course Modules

Module 1: Foundations of Business Continuity Communications

- Principles of BCC in modern enterprises
- Alignment with ISO 22301 and BCM frameworks
- Communication roles in crisis lifecycle
- Types of business disruptions and messaging needs
- Case Study: Global airline outage communication failure response

Module 2: Crisis Communication Strategy Design

- Building a **crisis communication plan framework**
- Defining communication command structures
- Message prioritization models
- Risk-based communication planning
- Case Study: Major bank cybersecurity breach response strategy

Module 3: Stakeholder Communication Management

- Mapping internal and external stakeholders
- Communication hierarchy during disruptions
- Tailored messaging for customers, regulators, and partners
- Managing conflicting stakeholder expectations
- Case Study: Pharmaceutical recall communication crisis

Module 4: Emergency Notification Systems & Tools

- Mass notification systems and alert protocols
- Multi-channel communication
- Automation in emergency messaging
- Integration with IT incident management tools
- Case Study: Earthquake early warning communication system deployment

Module 5: Media Relations During Crises

- Crafting press statements under pressure
- Managing live media inquiries
- Avoiding misinformation and rumor escalation
- Spokesperson training and media briefing techniques
- Case Study: Oil spill corporate media crisis management

Module 6: Digital & Social Media Crisis Communication

- Real-time social media monitoring
- Handling viral misinformation and backlash
- Platform-specific communication strategies
- Digital reputation management tools
- Case Study: Airline social media PR disaster recovery

Module 7: Cyber Incident Communication

- Communication during ransomware and data breaches
- Legal and regulatory disclosure requirements
- Coordinating IT and PR messaging
- Customer notification frameworks
- Case Study: Global retail data breach communication response

Module 8: Recovery Communication & Post-Crisis Review

- Transitioning from crisis to recovery messaging
- Rebuilding trust and brand reputation

- Post-incident communication audits
- Lessons learned documentation and improvement cycles
- Case Study: Manufacturing plant shutdown recovery communication strategy

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com