Media and Public Relations Risk Simulation Training Course

Professional Development Training Course Outline

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

Course Introduction

Media and Public Relations Risk Simulation Training Course is designed to equip senior communication professionals, executives, and crisis teams with the critical skills and strategic mindset needed for effective Crisis Communication and Reputation Management. We move beyond theoretical frameworks to provide an Experiential Learning environment using high-fidelity Risk Simulation scenarios. Participants will practice Real-Time Response, media engagement, and stakeholder management under pressure, directly addressing the modern challenges of Misinformation, viral social media crises, and evolving Digital PR demands. The core focus is building Organizational Resilience and protecting brand equity.

The course utilizes a robust Simulation Methodology where participants navigate complex, multi-platform media crises, including social media backlash, journalist inquiries, and live press conferences. Our curriculum emphasizes the integration of Data-Driven Storytelling and AI-Powered Monitoring to preemptively identify Reputational Risk and execute proactive communication strategies. By translating high-stakes crises into a safe training space, we ensure leaders develop the Decision-Making Under Pressure competency essential for maintaining public trust and demonstrating Ethical Leadership during organizational adversity. This program is the ultimate investment in becoming Future-Ready communicators capable of mastering the art of the swift and strategic response.

Programme Curriculum

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Course Objectives

1. Master the principles of Proactive Crisis Planning and develop a Future-Ready communication response strategy.
2. Execute Real-Time Media Monitoring and Sentiment Analysis using AI-Powered tools to detect early warning signs of Reputational Risk.
3. Conduct high-stakes Spokesperson Training and master techniques for impactful Media Engagement during crisis interviews.
4. Develop robust protocols for managing Social Media Backlash and countering Misinformation in a Viral Environment.
5. Apply best-practice models for effective Stakeholder Communication and segmented messaging to maintain trust and credibility.
6. Analyze the legal and ethical implications of crisis communication, ensuring adherence to Transparency and Ethical PR standards.
7. Simulate and evaluate Cross-Functional Collaboration between PR, Legal, IT, and Executive teams in a crisis command center environment.
8. Formulate Data-Driven Storytelling narratives that align with organizational values and drive positive public perception post-crisis.
9. Implement a post-crisis Reputation Recovery strategy, including effective measurement of Brand Equity and trust metrics.
10. Assess and prioritize risks across the modern landscape, including Cyberattack PR, supply chain disruption, and ESG (Environmental, Social, Governance) controversies.
11. Practice Decision-Making Under Pressure by navigating ambiguous information and evolving crisis parameters.
12. Leverage Digital PR channels, including dark sites and owned media, for rapid, consistent, and controlled message dissemination.
13. Build a culture of Organizational Resilience by institutionalizing lessons learned from the simulation and establishing continuous risk evaluation.

Target Audience

1. Senior Public Relations & Corporate Communications Managers

2. Executive Leadership and C-Suite Professionals
3. Crisis Management Team Members
4. Legal and Compliance Officers
5. Public Affairs and Government Relations Specialists
6. Internal Communication Managers
7. Spokespersons and Public-Facing Subject Matter Experts
8. Heads of Digital/Social Media and Brand Protection

Course Modules

Module 1: Understanding the Modern Risk Landscape and Digital Threat

- Identifying High-Velocity Risks.
- The anatomy of a Viral Crisis.
- Introduction to the Crisis Communication Planning Cycle
- Mapping Reputational Risk to business impact and financial loss.
- Case Study: Johnson & Johnson Tylenol Crisis

Module 2: Proactive Crisis Planning and Preparedness

- Developing a comprehensive, living Crisis Communication Plan and Response Toolkit.
- Stakeholder Mapping and prioritizing audiences
- Establishing the Crisis Command Center and defining team roles and responsibilities.
- Creating pre-approved Holding Statements and Dark Site content for rapid deployment.
- Case Study: Boeing 737 MAX

Module 3: Real-Time Monitoring and Intelligence Gathering

- Implementing AI-Powered and Predictive Analytics tools for effective Media Monitoring.
- Mastering Sentiment Analysis and quickly distinguishing noise from genuine threats.
- Techniques for tracking Misinformation and deepfake content across platforms.
- Establishing immediate notification triggers and escalation protocols.
- Case Study: United Airlines ‘Drag-Off’ Incident

Module 4: The Simulation: Decision-Making Under Pressure

- Immersive Simulation exercise kickoff.
- Practicing Information Triage.
- Developing Key Messages that are ethical, factual, and emotionally intelligent under a tight deadline.
- Integrating legal advice and policy constraints into the communication strategy.
- Case Study: Exxon Valdez Oil Spill

Module 5: Media Relations and Spokesperson Training

- Handling hostile interviews.
- Preparing for and managing a Press Conference
- Techniques for building rapport with journalists while controlling the narrative.
- Effective use of non-verbal communication and Emotional Intelligence under scrutiny.
- Case Study: BP Deepwater Horizon

Module 6: Social Media and Digital Crisis Response

- Platform-specific response strategies
- Managing online Trolls and navigating Cancel Culture effectively.
- Developing a Digital Dark Site strategy for controlled information release.
- Engaging Influencers and third-party validators to shift the online narrative.
- Case Study: Dove 'Real Beauty' Campaign Backlash

Module 7: Internal Communication and Stakeholder Trust

- Communicating with employees first.
- Techniques for managing regulator, investor, and partner inquiries during a crisis.
- Aligning organizational actions with communication.
- The ethics of transparency.
- Case Study: Wells Fargo Account Fraud Scandal

Module 8: Post-Crisis Analysis and Reputation Recovery

- Conducting a comprehensive Post-Mortem Analysis of the simulation/crisis event.
- Measuring communication effectiveness using PR Metrics and evaluating ROI.
- Developing a long-term Reputation Recovery and Trust-Building campaign.
- Integrating lessons learned into updated policies and training for continuous Risk Mitigation.
- Case Study: Samsung Galaxy Note 7 Recall

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- 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
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:

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