Media-Handling and Spokesperson Training for Crises 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-Handling and Spokesperson Training for Crises Training Course is strategically designed for the modern era of Hyper-Transparency and Digital Velocity. In an environment where information or Misinformation spreads instantly via Social Media and the 24/7 news cycle, an organization's initial response dictates its long-term Reputational Resilience. This training moves beyond traditional public relations to focus on the Psychology of Crisis, equipping participants with the Non-Verbal Communication mastery and Message Discipline required to effectively control the Narrative under extreme pressure.

We provide an Immersive, High-Fidelity Simulation environment that mirrors real-world media scrums, hostile interviews, and the volatile dynamics of Stakeholder Engagement on digital platforms. The curriculum emphasizes a Proactive Strategy including detailed Issues Mapping and the development of robust Pre-Approved Messaging to ensure a swift, Empathetic, and consistent response. Successful completion will certify spokespersons capable of demonstrating Trust and Credibility, transforming a potential disaster into a demonstration of effective organizational leadership and Accountability.

Programme Curriculum

Media-Handling and Spokesperson Training for Crises Training Course

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Course Duration

5 days

Course Objectives

1. Master the process of Issues Mapping and Crisis Vulnerability Assessment to pre-emptively manage risk.
2. Formulate and deploy an instant-response strategy for managing Viral Crises and Negative Sentiment on all social media platforms.
3. Establish an authentic, Empathetic communication style to build Trust and Credibility with the public and media.
4. Execute the Block and Bridge technique flawlessly to maintain Message Discipline under hostile questioning.
5. Develop concise, consistent, and Stakeholder-Centric key messages for use across all communication channels.
6. Navigate high-pressure, realistic Mock Press Conferences and live TV/radio interviews with composure.
7. Understand the financial and brand impact of a crisis and the metrics for measuring Reputational Recovery.
8. Identify and avoid common legal pitfalls, including defamation and unauthorized disclosure, in crisis statements.
9. Implement robust Internal Communication Protocols to ensure employee alignment and prevent unauthorized leaks.
10. Optimize Body Language and vocal delivery to project confidence, calm, and Authenticity on camera.
11. Counter Fake News and Deepfakes with rapid, factual debunking strategies and digital forensics.
12. Conduct a comprehensive Post-Mortem Analysis and update the Crisis Communications Plan based on lessons learned.
13. Cultivate transparent and professional relationships with Key Journalists to facilitate fair reporting.

Target Audience

1. C-Suite Executives (CEO, COO, CFO) and Senior Leadership
2. Designated Crisis Spokespersons and Subject Matter Experts (SMEs)
3. Heads of Corporate Communications and Public Relations (PR)
4. Legal and Compliance Directors
5. Investor Relations (IR) Professionals
6. Government Affairs and Public Policy Specialists
7. HR Directors involved in employee-related crises
8. Digital/Social Media Managers on the Crisis Response Team

Course Modules

1. The Anatomy of a Crisis & Strategic Planning

- Differentiating between an Incident and a full-blown Reputational Crisis.
- Pre-Crisis, Response, and Recovery.
- Case Study: The Tylenol Crisis (1982).
- Conducting a Vulnerability Audit and creating Dark Sites/Holding Statements.
- Forming the Crisis Command Team and defining roles.

2. Media Landscape in the Digital Age

- The shift from Traditional Media to Digital Velocity and Citizen Journalism.
- Case Study: United Airlines (2017).
- Understanding the reporter's job, deadlines, and the concept of Hostile Intent.
- Monitoring Real-Time Sentiment Analysis and social listening tools.
- Engaging with Influencers and third-party voices during a crisis.

3. Spokesperson Core: Trust, Empathy, and Message Discipline

- The 3 Cs of Crisis Communication.
- Case Study: BP Deepwater Horizon (2010).
- Techniques for expressing genuine Empathy without admitting liability prematurely.
- Developing and using Core Messages and powerful bridging statements.
- Handling the "I don't know" question gracefully and professionally.

4. Mastering the Crisis Interview

- The structure of a crisis interview
- Case Study: Uber's Corporate Culture Crises.
- Flagging, Hooking, and Bridging to control the agenda.
- Practicing the art of the concise, repeatable Soundbite.
- Dealing with Speculation, Hypotheticals, and "Off-the-Record" requests.

5. Visual and Non-Verbal Communication

- The impact of Body Language, posture, and hand gestures on camera.
- Case Study: Analyzing footage of spokespersons under pressure
- Tone, pace, projection, and the use of pauses.
- The importance of professional Attire and Appearance in projecting seriousness.
- Techniques for managing physical stress

6. Social Media Crisis Management and Misinformation

- Setting up the War Room for 24/7 Digital Monitoring.
- Case Study: Dove's Controversial Ad (2017).
- Developing an effective Takedown Strategy for false/harmful content.
- Responding to comments, direct messages, and Trolls with a unified voice.
- Leveraging platforms like X (Twitter) and TikTok for fast, verified updates.

7. High-Fidelity Crisis Simulation and Drills

- Introduction to the Real-Time Media Scenarios
- Case Study: Simulating a modern Data Breach Crisis with multi-platform demands.
- Intensive, on-camera Mock Interviews with professional journalists/coaches.
- Press Conference Simulation.

- Immediate Video Debriefs and personalized performance critique.

8. Legal, Ethical, and Post-Crisis Recovery

- The legal distinction between a "Fact" and an "Assertion" in statements.
- Case Study: Wells Fargo (2016).
- Crafting a sincere and effective Corporate Apology statement.
- Managing Stakeholder Expectations
- The process of Post-Crisis Review and updating the Risk Register.

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

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