



**Course:**  
**CMC 2050:**  
**Crisis**  
**Communication**  
**Planner**

Cost: USD 1495

The Crisis Communication Planner course is an opportunity to learn how to manage the elements of Crisis Communication, aligned with international standards. One of our expert instructors will guide you in bringing theory to the reality of all types of organizations.

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# CMC 2050: Crisis Communication Planner

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## Objective:

Learn how to manage the elements of communication during a crisis or unconscious.

## Audience:

Aimed at those working in public relations and communications, responsible for planning communications before, during, and after an incident.

## Description:

This course provides valuable information on how to protect an organization's reputation, the role of the spokesperson(s), crafting the message, and how to write the communication plan, and includes a crisis communication plan template.

An organization in crisis faces many serious threats. Buildings may fall. Employees may be in physical danger.

May lose customers. But the most serious threat is and always will be the one that affects the organization's most important

asset: its reputation.

Protecting the organization from reputational threats requires careful, detailed planning and a methodology to instill. In this course, you will learn how to prepare the organization for the inevitable reputational threats, how to execute the crisis communication plan, and, once the crisis is over, how to assess and do what needs to be done before the next threats occur.

# 5 Sections /Competency

## 1. Reputation

1. The concept of reputation and its vulnerabilities is essential to crisis communications planning.
2. Value of preserving an organization's reputation.
3. How reputation strengths and weakness.

## 2.Role of the Spokesperson during a Crisis

The spokesperson is the person who runs into the "burning building" while everyone else is running out. To manage that person, it the importance to train a spokesperson in the media, as they will learn the attributes of a spokesperson.

## 3.Message Development

1. Developing the right message for the right audience at the right time is both an art and a science.
2. You will learn how to construct solid, common-sense, demonstrable messages that you can deliver and defend.

## 4. Crisis

### Communications Team

The crisis communications team executes the plan, but its members are often unwilling, untrained, or unprepared to carry out their vital tasks. Will discuss team composition and roles.

## 5. Writing the crisis communication plan

1. List the essential elements that should include in a crisis communication plan.
2. We will show the specific questions you should ask and the documents you should examine to build a plan.
3. We will identify in great detail what to do and what to avoid when responding to a crisis event.
4. How to evaluate communication performance before, during, and after a crisis.

# Credentials

Includes the online certification exam, awarded as a Crisis Communication Planner (which is taken on the fifth day of instruction).

Additionally, will work on a practical case study.

**To obtain the certification, you must have a minimum score of 75% in each exam area.**

## Communication and Crisis Management



Recognized globally for its vendor-neutral, standards-based education programs, ICOR's certification competency areas align to specific jobs or job areas in the business continuity and continuity of operations workplace.