



**London Elite Centre**



## *Workshop Crisis & Conflict Management*

*PDF Broshoure of the Event*  
*<https://londonelitecentre.com>*



## Workshop Crisis & Conflict Management

**Start date:2023-05-22**

**End date:2023-05-26**

**Location:London**

**Price: \$5750**

By attending this program, you will certainly discover best methods in dilemma interaction administration, situation analysis, threat evaluation, situation team development and duties, procedures, as well as sources to be made use of such as crisis handbooks and communication tools.

Course Purposes of Situation and also Conflict Administration

- Recognize the different sorts of dilemmas and also their facets
- List the different concepts of dilemma communication
- Create situation management processes targeted at mitigating possible situations in their companies
- Demonstrate the benefits of using the media in a crisis scenario
- Evaluate as well as prioritize the measurements involved in situation communication administration
- Assess as well as translate outcomes attained via crisis interaction management

Day 1

Introduction

- Definition of a crisis
- Overview of communication
- Various types of crises
- Key aspects of a crisis
- Evolution of a crisis

Principles of crisis communications

- Setting your clear objective
- Responding quickly
- Accepting responsibility
- Appropriate messaging
- Profiling your audience
- Showing and maintaining credibility
- Coordinating with others
- Continuous monitoring

Day 2

Crisis management process



- Pre-crisis phase
- Crisis Management Plan (CMP)
- Crisis Management Team (CMT)
- The spokesperson's role
  - Crisis event phase
    - Initial response
    - Reputation repair
  - Post-crisis phase
    - Lessons learned
    - Follow up with communication

## Day 3

### Crisis communication and media

- Media and communication
- Media as a partner in crisis response
- Social media and crisis communication
- Social media as a beneficial tool or a challenge
- Dynamic use of social media in crisis communication

## Day 4

### Dimensions of crisis communication management

- Standard operating decisions dimension
- Victims management dimension
- Trust and credibility dimension
- Behavior dimension
- Professional expectations dimension
- Ethical dimension
- Lessons learned

## Day 5

### How to measure your results in a crisis

- Measuring outputs
- Measuring the impact
- Measuring outcomes



- Steps for a measurement program
  - Defining your objectives
  - Defining your audience
  - Defining your criteria and benchmarks
  - Deciding upon your timing, budget, and measurements tools
  - Analyzing results for conclusions and recommendations