Crisis Communication & Disaster Recovery Planning

COM008

Course Description

In today's unpredictable world, organizations face a growing range of crises and disasters, from natural calamities to cyberattacks. This intensive five-day course is designed to equip participants with the skills and knowledge to effectively manage communication during crises and develop robust disaster recovery plans. Participants will learn best practices for addressing stakeholders, mitigating risks, and ensuring business continuity. The course blends theory with real-world case studies and hands-on exercises to prepare participants for effective crisis management

Course Objectives

By the end of this course, participants will be able to:

- Understand the principles of crisis communication and disaster recovery.
- Develop comprehensive crisis communication strategies.
- Identify potential risks and design proactive disaster recovery plans.
- Effectively engage with internal and external stakeholders during crises.
- Utilize tools and frameworks for crisis management and business continuity.
- Evaluate case studies to learn from real-world scenarios.
- Test and improve disaster recovery plans through simulations and drills.

Who should attend

This course is ideal for professionals responsible for risk management, business continuity, or crisis communication, including:

- Public relations and corporate communication specialists.
- Business continuity planners and disaster recovery professionals.
- Risk management officers and safety managers.
- Senior executives and decision-makers.
- Government and non-profit organization representatives.
- IT managers and cybersecurity professionals.
- Anyone involved in managing organizational crises or planning recovery efforts.

Course Duration

5 Working Days

Course Outlines

1. **Fundamentals of Crisis Communication**

    - Understanding crises and their impact on organizations.

    - Key elements of effective crisis communication.

    - Principles of stakeholder engagement during crises.

    - Building a crisis communication team and chain of command.

2. **Crafting Crisis Communication Strategies**

    - Developing a crisis communication plan.

    - Crafting key messages for diverse audiences.

    - Managing media relations during a crisis.

    - Case studies: Successful and failed crisis communication.

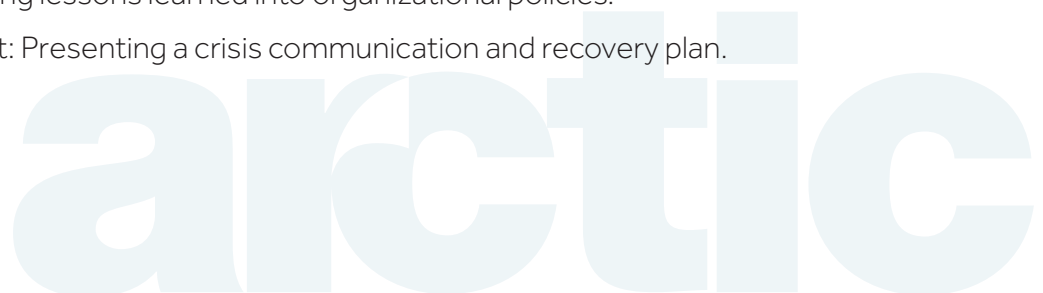3. **Disaster Recovery Planning Essentials**

    - Identifying and assessing organizational risks.

    - Business impact analysis: Identifying critical operations.

    - Creating a disaster recovery plan framework.

    - Integrating disaster recovery with business continuity planning.

4. **Tools and Techniques for Crisis Management**

    - Technology and tools for disaster recovery and communication.

    - Conducting simulations and drills.

    - Evaluating and revising recovery plans.

    - Communicating effectively with employees and stakeholders.

5. **Crisis Communication and Recovery Plan Integration**

    - Managing simultaneous crises.

    - Recovery phase communication: Rebuilding trust and reputation.

    - Implementing lessons learned into organizational policies.

    - Final project: Presenting a crisis communication and recovery plan.