

PUBLIC RELATIONS

Crisis Communication, Issues Management & Damage Control

A two-day programme in crisis communication & issues management, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

Focused on early issue identification and tactical mitigation, this operational course equips professionals to stop emerging vulnerabilities from escalating into full-blown public disasters.

What participants will learn

- 01** Early Warning Systems: Detect emerging operational and public issues before they hit mainstream visibility.
- 02** De-escalation Tactics: Implement targeted communications to defuse tension and mitigate outrage.
- 03** Cross-Functional Alignment: Coordinate communications seamlessly with legal, HR, and operations teams.
- 04** Resilience Building: Construct long-term crisis prevention playbooks and vulnerability matrices.

Who should attend

PR professionals, corporate communication teams, corporate affairs managers, marketing leaders and organisational spokespersons.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Real-world case study exercise: Developing an issues management playbook for a real-world enterprise risk.

Detailed programme

Day 1: Issues Management & Threat Identification

01 The Spectrum from Issue to Crisis

- Differentiating operational issues, public friction, and full-scale organizational crises.

02 Building Early Warning Systems

- Environmental scanning, social sentiment monitoring, and internal whistleblowing integration.

03 Issues Categorization & Severity Matrix

- Assessing threat impact, likelihood, and velocity to trigger appropriate response protocols.

04 Legal vs. PR Alignment

- Navigating the tension between legal liability constraints and PR transparency needs.

Detailed programme

Day 2: Damage Control Execution & De-escalation

05 De-escalation Messaging & Empathy Framing

- Crafting empathetic, corrective, and transparent communications during active issue resolution.

06 Managing Stakeholder Outrage & Counter-Narratives

- Addressing activist pressures, boycott calls, and coordinated negative public actions.

07 Dark Site & Resource Preparation

- Building pre-approved digital assets, landing pages, and rapid-release holding materials.

08 Practical Issues Management Workshop

- Real-world case study exercise: Developing an issues management playbook for a real-world enterprise risk.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Real-world case study exercise: Developing an issues management playbook for a real-world enterprise risk.

TRAINER PROFILE

Sharves Bala

A corporate communications strategist and executive trainer with more than 20 years of experience in PR, media relations, reputation management and stakeholder engagement. Her sessions use practical frameworks, case studies and simulations.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

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