

MEDIA & JOURNALISM

Crisis Communication & Media Response Mastery

A two-day programme in crisis media response, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

This practical workshop prepares spokespersons, crisis managers, and C-suite leaders to navigate high-stakes crisis scenarios in a real-time, highly volatile digital landscape. Focus is placed on rapid response, counteracting digital mis/disinformation, and restoring organizational trust post-crisis.

What participants will learn

- 01** Rapid Response Protocols: Reduce reaction time from hours to minutes using automated crisis playbooks.
- 02** Deepfake & Viral Threat Management: Address synthetic attacks and coordinated disinformation campaigns effectively.
- 03** Multi-Channel Control: Maintain consistent, controlled messaging across all internal and external touchpoints.
- 04** Reputation Recovery: Implement proven post-crisis trust-rebuilding strategies.

Who should attend

Media and communication professionals, PR teams, content producers, journalists and organisational spokespersons.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Capstone: Designing a comprehensive 12-month trust restoration plan.

Detailed programme

Day 1: Preparedness & Rapid Early Response

01 Crisis Dynamics in 2030: Velocity, Virality & Volatility

- Anatomy of a modern crisis: Speed of light propagation and dynamic narrative evolution.
- Identifying vulnerabilities across corporate, technical, and executive vectors.
- Audit: Assessing organizational crisis readiness.

02 Automated Crisis Monitoring & Triage

- Setting up automated anomaly detection triggers and severity escalation matrices.
- Differentiating between minor social noise and systemic reputation threats.
- Practical: Classifying incoming threat streams in real time.

03 Rapid Holding Statements & Agile Messaging

- Crafting empathetic, precise holding statements within a 15-minute window.
- Adapting core messages across web, social, broadcast, and internal channels.
- Writing Drill: Rapid-fire message formulation under timed pressure.

04 The Hybrid Crisis Command Center

- Roles, workflows, and communication tools for remote and hybrid crisis teams.
- Maintaining operational security (OpSec) during sensitive crises.
- Simulation Setup: Role assignment and command center initialization.

Detailed programme

Day 2: High-Stakes Response & Stakeholder Rebuilding

05 Managing Disinformation & Deepfake Attacks

- Technical verification protocols for debunking fake video, audio, and documents.
- Strategic decisions: When to refute, ignore, or issue legal/media notices.
- Case Study: Neutralizing a malicious synthetic media campaign.

06 High-Pressure Media Scrums & Broadcast Response

- Facing hostile journalist lines of questioning and invasive coverage.
- Maintaining composure, bridging techniques, and defending truth without aggression.
- Simulated Media Scrum: On-camera live grillings with trainer feedback.

07 Internal Communications & Secondary Stakeholder Alignment

- Communicating effectively with employees, investors, regulators, and supply chain partners during a crisis.
- Aligning legal risk management with public transparency needs.
- Workshop: Drafting multi-stakeholder notification streams.

08 Post-Crisis Analysis & Trust Reconstruction

- Conducting forensic post-mortems and updating crisis runbooks.
- Long-term narrative recovery strategies and brand sentiment restoration.
- Capstone: Designing a comprehensive 12-month trust restoration plan.

How you will learn

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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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