

PUBLIC RELATIONS

Crisis PR & Reputation Management Mastery

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



DURATION 2 days

DELIVERY Public or in-house

Why this programme

An intensive two-day simulation-based workshop designed to equip crisis leaders, PR directors, and corporate spokespersons with modern response frameworks needed to mitigate rapid-response reputation crises in real-time.

What participants will learn

- 01** Rapid Response Capability: Build operational readiness to formulate and deploy crisis responses in minutes, not hours.
- 02** Reputation Defense Strategy: Learn strategies to contain reputation containment across fragmented digital channels.
- 03** Simulation Testing: Test personal and organizational readiness using immersive, real-time crisis scenarios.
- 04** Post-Crisis Recovery: Master post-crisis narrative recovery and long-term trust restoration strategies.

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. Interactive scenario exercise managing an unfolding multi-channel corporate crisis in real time.

Detailed programme

Day 1: Crisis Preparedness & Risk Identification

01 Modern Crisis Anatomy & Speed of Propagation

- Analyzing contemporary corporate crises, viral dynamics, and digital threat vectors.

02 Vulnerability Audits & Scenario Planning

- Identifying enterprise risk areas, mapping failure points, and building threat matrix responses.

03 The Fluid Crisis Response Command Center

- Structuring agile crisis communication teams, escalation protocols, and fast-track approval loops.

04 Messaging Architecture Under Pressure

- Developing holding statements, rapid key-message trees, and empathetic executive messaging.

Detailed programme

Day 2: Live Execution, Containment & Recovery

05 Real-Time Crisis Simulation Lab (Part 1: The Outbreak)

- Interactive scenario exercise managing an unfolding multi-channel corporate crisis in real time.

06 Real-Time Crisis Simulation Lab (Part 2: The Escalation)

- Managing media pressure, stakeholder outrage, and live executive statement broadcasts under pressure.

07 Stakeholder Containment & Internal Alignment

- Coordinating internal communications to ensure alignment and prevent leaks during external turbulence.

08 Post-Crisis Recovery & Trust Rebuilding

- Developing long-term reputation rehabilitation campaigns and organizational post-mortems.

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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