

SPOKESPERSON & SPEECH WRITING

Crisis Spokesperson Mastery: Crisis Statements, Media Briefings & Reputation Protection

A two-day programme in crisis spokesperson skills, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

Participants learn to communicate during incidents when facts may be incomplete, scrutiny is high and public confidence is at risk. The course addresses holding statements, verified updates, empathy, coordination with response teams, media briefings and post-incident learning.

What participants will learn

- 01** Respond faster without speculating or making unsupported promises.
- 02** Communicate with clarity, empathy and appropriate accountability.
- 03** Coordinate statements and approvals across operational, legal and leadership teams.
- 04** Practise high-pressure briefings through crisis simulations.

Who should attend

Crisis communication teams, corporate affairs leaders, emergency response coordinators, public information officers, senior management and designated spokespersons.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application.

Detailed programme

Day 1 - Foundations & Core Skills

01 Crisis Communication Principles & First-Hour Priorities

- Understand information needs, response roles, escalation triggers and the importance of timely verified communication.

02 Holding Statements & Initial Public Updates

- Draft concise initial statements that acknowledge the situation, explain known facts and identify next update steps.

03 Empathy, Accountability & Trust Under Pressure

- Choose language that recognises impact, avoids premature conclusions and communicates appropriate action.

04 Message Approval & Cross-Functional Coordination

- Establish fact ownership, review pathways, spokesperson roles and version control during fast-moving incidents.

Detailed programme

Day 2 - Application, Practice & Action Planning

05 High-Stakes Media Briefings & Difficult Questions

- Deliver updates, explain uncertainty and respond to scrutiny without speculation or defensiveness.

06 Digital Crisis Channels & Rumour Response

- Coordinate web and social updates, correct material inaccuracies and maintain a clear update cadence.

07 Crisis Simulation: Briefing Room Exercise

- Respond to a changing scenario with timed updates, media questions and cross-team coordination.

08 Recovery Communication & Lessons Learned

- Plan stakeholder updates, reputation recovery, monitoring and a review of response strengths and gaps.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application.

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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