

N | TRAINING

CRISIS MANAGEMENT

DESCRIPTION

No organization is immune to a crisis, so it is essential to be prepared to face one. A poorly managed or ignored crisis can impact all facets of an organization: it can pose a reputational risk, lead to legal and judicial dimensions, and become a media issue. This is why it is important to be well-equipped to manage it.

LEARNING OBJECTIVES

- Understand and differentiate crises: learn to identify and assess the severity of crises versus issues.
- Apply best practices and tools: gain knowledge of key principles, tools, and procedures for effective crisis management.
- Develop effective communication strategies: learn how to craft key messages and manage digital interactions during a crisis.

TARGET AUDIENCE

- Municipalities, non-profit organizations (NPOs), or businesses.

DURATION

Variable, from 1 hour to 3 hours