

# Effective Crisis Communication

TRAINING

Community resilience and preparedness:  
A roadmap for planning and response



Facilitated by  
DR. TAYABA KHAN

Online  
Friday, September 20 & 27, 2024



PUBLIC  
SECTOR  
NETWORK



Certified  
Corporation

## Overview

In today's fast-paced and interconnected world, the significance of crisis communication cannot be overstated. Organizations, regardless of size or industry, are vulnerable to a myriad of potential crises that can threaten their reputation, trust, and even their very existence. From product recalls and financial scandals to natural disasters and cyber-attacks, the ability to effectively communicate during times of crisis is paramount. Failure to do so can result in irreparable damage, leading to loss of credibility, stakeholder mistrust, and significant financial repercussions. In such turbulent times, a well-crafted crisis communication strategy becomes not just a necessity but a lifeline for organizations striving to weather the storm. It is through clear, transparent, and timely communication that organizations can navigate uncertainty, maintain stakeholder confidence, and emerge stronger on the other side.

The training on effective crisis communication focuses on developing the skills and strategies necessary to manage and convey information effectively to various stakeholders under high-pressure situations. Participants will learn to bridge information gaps, leverage technology and social media, build trust with stakeholders, and create comprehensive communication plans. This training equips crisis communication professionals with the tools and knowledge required to navigate the challenges of modern emergencies, ensuring that communities receive timely, accurate, and reliable information when it matters most.

## Why Attend

- **Enhance Communication:** Master strategies for clear, effective, and timely information delivery in emergencies.
- **Build Trust:** Learn to establish and maintain customer, public and stakeholder trust.
- **Leverage Technology:** Use social media and digital platforms for broad, rapid message dissemination.
- **Bridge Gaps:** Address common issues to end challenges in crisis communication to ensure consistent, reliable messaging.

## Learning Objectives

- Define what constitutes a crisis in a professional context.
- Explain the importance of effective communication during a crisis.
- Summarize the potential consequences of mishandling crisis communication.
- Identify and interpret how customers and clients, affected parties, and stakeholders might perceive and react to crisis messages.
- Learn strategies to create clear and concise crisis messages
- Understand the impact of accuracy, timeliness, and empathy on successful outcomes

## Who Attends

Managers, Leads, Advisors, Specialists:

- Community Engagement
- Social Media
- Media Relations
- Stakeholder Engagement
- Strategic Communications
- External Communications
- Public Information
- Emergency Response
- Crisis Communication

## Meet Your Facilitator



DR. TAYABA KHAN

**Dr. Tayaba Khan** has proven expertise in clinical dentistry, healthcare management, healthcare communications, coaching, and training. She is known for her work in clinical dentistry, medical writing and editing, communications program management for international stem cell research program, international thinking groups, training, coaching, and for being a results-driven communications professional with a pioneering role in establishing the field of medical communications as a standalone profession in Pakistan. She is a skilled negotiator, liaison, and public engagement specialist with a track record of developing impactful communications campaigns, donor presentations, and materials for diverse entities within the healthcare industry, including startups, university research programs, and health IT sectors. She is also a strong patient speaker, advocating for the role of patients in changing and influencing the healthcare sector.

## Preparation

**This workshop is highly interactive with group activities and discussions throughout. Come prepared with some current challenges you face in your organization.**

**To participate you'll need:**

- A computer with camera and microphone
- Strong internet connection
- Quiet, well-lit space
- Current product or service challenges you facing



# Explore the Agenda

DAY 1 | Friday, September 20, 2024

<b>11:00am EST</b>	<b>Welcome and Introductions</b> <ul style="list-style-type: none"><li>• Overview and setting expectations</li></ul>
<b>11:20am EST</b>	<b>Understanding crisis communication</b> <ul style="list-style-type: none"><li>• Introduction to crisis communication</li><li>• Importance of proactive crisis management</li><li>• Identifying potential crisis triggers</li><li>• Learning Activity: case studies of real-world examples</li></ul>
<b>12:05pm EST</b>	<b>Developing a crisis communication plan</b> <ul style="list-style-type: none"><li>• Key components of a crisis communication plan</li><li>• Establishing a crisis communication team</li><li>• Defining roles and responsibilities</li><li>• Creating a crisis communication strategy template</li></ul>
<b>12:50pm EST</b>	<b>Break</b>
<b>1:10pm EST</b>	<b>Crisis monitoring and detection</b> <ul style="list-style-type: none"><li>• Tools and techniques for monitoring potential crises</li><li>• Early warning signs and red flags</li><li>• Social media listening and sentiment analysis</li><li>• Setting up effective monitoring systems</li></ul>
<b>1:55pm EST</b>	<b>Understanding crisis response</b> <ul style="list-style-type: none"><li>• Principles of effective crisis messaging</li><li>• Tailoring messages to different stakeholders</li><li>• Maintaining transparency and authenticity</li><li>• Anticipating and addressing FAQs</li></ul>
<b>2:40pm EST</b>	<b>Day 1 Summary</b> <ul style="list-style-type: none"><li>• Key takeaways from participants</li><li>• Q&amp;A session</li><li>• Homework assignment</li><li>• Summary and conclusion</li></ul>
<b>3:00pm EST</b>	<b>End of Day 1</b>

DAY 2 | Friday, September 27, 2024

<b>11:00am EST</b>	<b>Welcome and Recap</b>
<b>11:10am EST</b>	<b>Media relations and the role of the spokesperson</b> <ul style="list-style-type: none"><li>• Media landscape in crisis situations</li><li>• Selecting and preparing spokespersons</li><li>• Handling media inquiries and interviews</li><li>• Managing press conferences and media briefings</li></ul>
<b>11:55am EST</b>	<b>Crisis communication in real time</b> <ul style="list-style-type: none"><li>• Applying crisis communication strategies in real-time</li><li>• Documenting learnings and record keeping for public record and legal purposes</li><li>• Identifying industry standards around crisis communication</li></ul>
<b>12:40pm EST</b>	<b>Break</b>
<b>1:00pm EST</b>	<b>Post-crisis evaluation and reputation management</b> <ul style="list-style-type: none"><li>• Assessing the effectiveness of crisis response</li><li>• Conducting post-mortems and debriefings</li><li>• Rebuilding trust and reputation</li><li>• Implementing long-term improvements</li></ul>
<b>1:45pm EST</b>	<b>Crisis communication in the digital age</b> <ul style="list-style-type: none"><li>• Impact of social media on crisis communication</li><li>• Strategies for managing viral content and online rumors</li><li>• Leveraging digital channels for crisis communication</li><li>• Building resilience against cyber threats</li></ul>
<b>2:30pm EST</b>	<b>Conclusion and Q&amp;A</b> <ul style="list-style-type: none"><li>• Recap of key takeaways</li><li>• Q &amp; A and Distribution of workshop materials and resources</li></ul>
<b>3:00pm EST</b>	<b>End of Day 2</b>