



London TDM

# Marketing and Communication Training Courses

**Course Venue:** United Arab Emirates - Dubai

**Course Date:** From 21 June 2026 To 25 June 2026

**Course Place:** Downtown Dubai

**Course Fees:** 5,000 USD

## Introduction

In today's fast-paced and interconnected world, effective crisis communication and reputation management are critical for any organization. This 5-day course provides professionals with the tools and skills necessary to handle crises, protect and enhance reputations, and ensure the organization emerges stronger from any adverse situation. This course covers theoretical frameworks, practical strategies, and real-world examples of successful reputation management.

## Objectives

- Understand the fundamentals of crisis communication and reputation management.
- Develop skills to anticipate, analyze, and manage crisis situations.
- Learn to effectively communicate with stakeholders during crises.
- Explore strategies to repair and restore organizational reputation.
- Implement a comprehensive crisis communication plan.

## Course Outlines

### Day 1: Introduction to Crisis Communication

- Definition and scope of crisis communication
- Historical case studies and lessons learned
- The role of media in crisis situations
- Key principles of crisis communication
- Identifying potential crises and risk factors

### Day 2: Crisis Communication Planning

- Elements of a crisis communication plan
- Developing crisis scenarios and response strategies
- Formulating crisis communication policies
- Assigning roles and responsibilities within a crisis team
- Conducting a communication risk assessment

### Day 3: Effective Stakeholder Communication

- Identifying and prioritizing stakeholders
- Crafting clear and concise messages
- Tools and channels for stakeholder communication
- Managing media relations during a crisis
- Addressing misinformation and rumors

### Day 4: Post-Crisis Reputation Management

- Assessing the impact of the crisis on reputation
- Steps to rebuild trust and credibility
- Learning from the crisis: feedback and evaluation
- Implementing changes to prevent future crises
- Case studies of successful reputation recovery

## **Day 5: Implementing Crisis Communication Strategies**

- Finalizing a crisis communication toolkit
- Role-playing and simulation exercises
- Real-time crisis response scenarios
- Review and critique of crisis communication plans
- Course summary and action planning for participants