



# Advanced Crisis Communication & Compelling Communication Skills

**Duration:** 5 Days

**Language:** en

**Course Code:** IND11-112

## Objective

:Upon completion of this course, participants will be able to

- Understand crisis communication strategies and media management.
  - Develop a unique communication style to engage audiences.
  - Apply principles of effective writing, speaking, and storytelling.
  - Utilise emotional and logical appeals to persuade stakeholders.
    - Learn body language techniques to command attention.

## Audience

:This course is intended for

- Communication professionals and media managers.
- Early career professionals seeking to enhance their communication skills.
- Mid-level managers and senior leaders aiming to inspire and lead effectively.

## Training Methodology

The course is delivered through interactive lectures, practical exercises, group work, and live sessions. Participants will have access to tutors for personalised feedback and support.

## Summary

This course combines advanced techniques in crisis communication with essential skills for compelling communication. Over five days, participants will develop the ability to manage media during crises and master effective storytelling, writing, and presenting to captivate and influence any audience.

## Course Content & Outline

### Section 1: Introduction to Crisis Communication

- Understanding the impact of crises on organisations.
  - Key principles of crisis communication.
  - Case studies and real-world examples.

### Section 2: Media Management During Crises

- Strategies for handling media inquiries.
- Crafting effective press releases and statements.
- Conducting successful press conferences.

### Section 3: Writing and Storytelling Techniques

- Principles of clear and impactful writing.

- The art of storytelling in professional communication.
  - Practical exercises and feedback.

#### **Section 4: Presentation Skills**

- Techniques for engaging presentations.
  - Using visual aids effectively.
- Practice sessions with peer and instructor feedback.

#### **Section 5: Persuasion and Influence**

- Understanding audience psychology.
  - Balancing logic and emotion in communication.
- Developing and delivering persuasive messages.

### **Certificate Description**

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

### **Categories**

Customer Service & Public Relations (PR), Media and Marketing

Communications, management, Media, Crisis Management, Communications Skills

## Related Articles



### **A Comprehensive Guide to Crisis Management Solutions**

Discover key crisis management strategies-from early warning systems to stakeholder .engagement-to protect your organisation's reputation and resilience