



# CMC 2050: **Crisis Communication Planner**

eLearning  
2-day Private Course  
Live Online w/Instructor  
Self-Study Course Book

## **Crisis Management & Communication Professional Development Program**

Resilience.  
Education.  
Credentialing.

The logo for the International Consortium For Organizational Resilience (ICOR). It features the letters "I", "C", and "R" in a large, bold, dark red font. The letter "O" is replaced by a black and white icon of a globe with three stylized buildings inside it.

The International Consortium  
For Organizational Resilience

# Crisis Communication Planner

**Audience:** Ideal for management responsible for leading their organization during a crisis, public sector personnel, professional communicators, and those in public affairs or public relations and those responsible for planning communications before, during, and after a crisis

**Description:** Organizations must have an effective communication system during business-as-usual that can be leveraged and built upon in response to an incident and especially as part managing a crisis.



Understanding the elements of communicating during a crisis is an essential planning component for every organization. In order to effectively manage a crisis, its communications must be planned before they are needed.

This course provides valuable information on how to identify a crisis situation and how to write both internal and external communications to all relevant interested parties. You will learn how to create messages appropriate to the needs and expectations of each interested party, how to minimize impact to reputation, how these communications should be documented in a plan, and how to evaluate actions taken during a crisis.

The course includes a sample social media policy, a sample crisis communication plan, a plan template, and an audit sample.

## 8 Lessons / Competency Areas

### 1. Defining a Crisis for Your Organization

- A. What is a crisis?
- B. Defining a crisis
- C. Crisis characteristics & attributes
- D. Common crisis scenarios

### 2. Understanding the Impact of Damage to Reputation

- A. Protecting your reputation
- B. Causes of damage to reputation
- C. Rebuilding reputation
- D. Social media policy

### 3. The Role of Crisis Communications in a Crisis

- A. How instinct serves you poorly
- B. Principles of crisis communications
- C. Implementing crisis communication strategies
- D. Roles and responsibilities

### 4. Identifying and Reaching Audiences

- A. Identifying audiences
- B. Audience communication needs & expectations
- C. Social media communications
- D. Communication tools / methods

### 5. Message Development

- A. Writing key messages and proofs
- B. Documenting holding statements
- C. Developing a communications matrix
- D. How to apologize

### 6. The Role of Spokespersons in a Crisis

- A. Identifying spokespersons
- B. Message delivery
- C. Attributes of spokespersons
- D. The importance of media training

### 7. The Crisis Communication Plan

- A. The role of the crisis communication plan
- B. Crisis communication plan contents
- C. Reviewing the plan
- D. Auditing the plan

### 8. Testing Your Crisis Communication Capability

- A. Purpose of exercise program
- B. Exercise program design and elements
- C. Exercise methodology
- D. Post exercise activities

## Credentials

Successful completion of the course and passing the examination results in the ICOR credential entitled, "Crisis Communication Planner." Using a case study approach, you will need to identify the crisis, its impact on reputation, identify internal and external audiences, write key messages and proofs, and identify the methodology for the communications.

## Communicating to Preserve Your Reputation

### Crisis Management & Communication

Recognized globally for its vendor-neutral, standards-based education programs, ICOR's certification competency areas align to specific jobs or job areas in the crisis management & communication workplace.

**ICOR courses meet your learning style.** Learn from an instructor or on your own via elearning or self-study course books. Interactive activity-based curriculum.



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