

FRONT-LINE CRISIS COMMUNICATIONS

Online Training for All Staff Levels



Duration: 50 Minutes

Maximum Attendance: N/A

Format: Online learning module, accessible from any computer, laptop or handheld device with internet access.

Description: This online Crisis Communications course provides participants with the essentials for dealing with the media if a crisis or major incident occurs. Using video examples of real life crises, interactive educational slides, quizzes and insight from working journalists, the goal of the course is to develop front-line personnel's ability to protect their company's brand.

Kenyon's online learning partner remote (Remote Group Ltd.) can manage the course for your organization, to include providing digital certificates for all participants upon completion, or the course can be incorporated into your in-house Learning Management System (LMS). Remote will work with you to identify customization and translation options, and assist with support and delivery

Objectives:

- Identify why and how to communicate effectively following a crisis
- Explore examples of good and bad communication strategies
- Recognize the role of modern social media during a crisis
- Understand how to engage with the media and communicate with them during a crisis

Course Content:

- Understanding modern news media and how they cover a crisis or major incident
- Working positively with the media during a crisis or major incident
- Protecting your brand during a crisis or major incident



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Further Information

To schedule a demo or purchase a course, please contact kenyon@kenyoninternational.com or call one of our global offices.