

LEADERSHIP & MANAGEMENT | COURSE BROCHURE

Leadership Communication in a Crisis

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

In a crisis, what leaders say and how quickly they say it can determine whether trust is preserved. This course prepares leaders to communicate during emergencies, incidents and reputational crises: first statements, messaging under uncertainty, speaking to employees, customers and media, and maintaining credibility through the recovery period.

Silence or confusion in the first hours of a crisis fills the space with rumours. You will learn to communicate with speed, empathy and accuracy.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Crisis simulations, statement drafting exercises, media interview practice and case studies of crisis communication.

Course objectives

By the end of this course, participants will be able to:
• Understand how stakeholders react in a crisis
• Prepare first statements quickly and accurately
• Communicate honestly under uncertainty
• Address employees, customers and media
• Coordinate messages across channels
• Rebuild trust after the crisis

Target audience

This course is suitable for:
• Senior leaders and executives
• Communication and PR managers
• Crisis team members
• Department heads
• Spokespeople



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Target competencies

Participants will develop competencies in:

- Crisis messaging
- Empathetic communication
- Media handling
- Message coordination
- Trust recovery

Course outline

Day 1: Crisis Communication Principles

09:00–10:08	What stakeholders need in a crisis
10:08–11:00	Speed versus accuracy
11:00–11:30	**Coffee break**
11:30–11:45	Speed versus accuracy (continued)
11:45–12:53	Leader visibility
12:53–14:00	Case study analysis

Day 2: First Hours

09:00–10:08	Holding statements
10:08–11:00	Facts, actions and care
11:00–11:30	**Coffee break**
11:30–11:45	Facts, actions and care (continued)
11:45–12:53	Internal first
12:53–14:00	Exercise: drafting a first statement

Day 3: Communicating Under Uncertainty

09:00–10:08	Saying what you know and do not know
10:08–11:00	Updates and timelines
11:00–11:30	**Coffee break**



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11:30–11:45	Updates and timelines (continued)
11:45–12:53	Avoiding speculation
12:53–14:00	Practice: briefing employees

Day 4: Media and Public

09:00–10:08	Media interviews under pressure
10:08–11:00	Social media dynamics
11:00–11:30	**Coffee break**
11:30–11:45	Social media dynamics (continued)
11:45–12:53	Difficult questions
12:53–14:00	Simulated press conference

Day 5: Recovery

09:00–10:08	Ongoing communication
10:08–11:00	Apology and accountability
11:00–11:30	**Coffee break**
11:30–11:45	Apology and accountability (continued)
11:45–12:53	Rebuilding trust
12:53–14:00	Crisis communication plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in GBP, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (GBP)
Dubai Confirmed dates	23 Nov 2026	27 Nov 2026	**£3,150.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**£1,250.–**
Vienna Confirmed dates	14 Dec 2026	18 Dec 2026	**£2,940.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**£1,250.–**
Dubai Confirmed dates	18 Jan 2027	22 Jan 2027	**£3,150.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**£1,250.–**
London Confirmed dates	8 Feb 2027	12 Feb 2027	**£2,450.–**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**£1,250.–**
Frankfurt Confirmed dates	22 Feb 2027	26 Feb 2027	**£2,650.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**£1,250.–**
Cape Town Confirmed dates	15 Mar 2027	19 Mar 2027	**£1,890.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**£1,250.–**
London Confirmed dates	5 Apr 2027	9 Apr 2027	**£2,450.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**£1,250.–**
Cape Town Confirmed dates	26 Apr 2027	30 Apr 2027	**£1,890.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**£1,250.–**
Dubai Confirmed dates	17 May 2027	21 May 2027	**£3,150.–**
Online Confirmed dates	17 May 2027	21 May 2027	**£1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Istanbul Confirmed dates	31 May 2027	4 Jun 2027	**£2,650.-**
Online Confirmed dates	31 May 2027	4 Jun 2027	**£1,250.-**
Rome Confirmed dates	21 Jun 2027	25 Jun 2027	**£2,450.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**£1,250.-**
Vienna Confirmed dates	12 Jul 2027	16 Jul 2027	**£2,940.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**£1,250.-**
Kuala Lumpur Confirmed dates	2 Aug 2027	6 Aug 2027	**£1,450.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**£1,250.-**
Barcelona Confirmed dates	23 Aug 2027	27 Aug 2027	**£2,840.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**£1,250.-**
Cape Town Confirmed dates	6 Sept 2027	10 Sept 2027	**£1,890.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**£1,250.-**
Barcelona Confirmed dates	27 Sept 2027	1 Oct 2027	**£2,840.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**£1,250.-**
Rome Confirmed dates	18 Oct 2027	22 Oct 2027	**£2,450.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**£1,250.-**
Paris Confirmed dates	8 Nov 2027	12 Nov 2027	**£2,860.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**£1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Rome Confirmed dates	29 Nov 2027	3 Dec 2027	**£2,450.-**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**£1,250.-**
Amsterdam Confirmed dates	13 Dec 2027	17 Dec 2027	**£2,540.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**£1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon UK certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online