

Crisis Communications



Getting the right message across

Companies fail or succeed through their ability to communicate in day to day business. When it comes to a crisis, effective communication is crucial.

Communications between an organisation and its stakeholders must be strong and two-way in order to build trust and confidence. And although preparing for handling communications in a crisis may meet resistance within a company, it's an area that must be addressed.

Our training will help your organisation target its key audiences and develop the right messages to be

delivered at the right times. Audiences vary but are likely to include the media, Government and regulators, employees, customers and shareholders.

Covering all types of media challenge, the programme will develop the news media communication skills of senior executives and build the right communication plan for your organisation. It can be held at your premises or a remote location.



For more information please contact us.

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LINK. Specialists in risk management for over 21 years.