



CRISIS COMMUNICATIONS WORKSHOP

Your team will build customized tools and knowledge to preserve your company's reputation in a crisis.



Can you communicate corporate stability during unstable times? Of course you can, and we can help.

Built from years of experience helping companies deliver timely and well-managed responses to crises, our Crisis Communications Workshop is an in-person training session with key leadership that includes:



Best Practices

The 10 aspects of Crisis Communications you need to know to manage crises effectively.



Protocols

Establish communication channels and protocols.



Crisis Scenarios

Every business is different, so we'll first help your team clearly describe potential crisis scenarios.



Materials

Talking Points, messaging and holding statements.



Stakeholder Mapping

Identify internal and external audiences and align messaging.



Media Relations

Deploy the best practices to build useful media relations.



From the insights gathered during the workshop, CMC will create a Crisis Communications Briefing Manual for your business.

About CMC

CMC is an award-winning strategic communications company with a proven track record in developing and guiding strategic plans that have consistently delivered exceptional results for clients across various industries. Our team has successfully managed complex situations and skillfully handled delicate matters involving private, public, and governmental entities.

Even the best companies are vulnerable to a crisis. While you can't predict when it will hit — or the level of devastation to your brand — you can create a plan that will mitigate damage.

CMC's Crisis Communications Workshop will help your company prepare to navigate a crisis and preserve your hard-earned reputation.