

THE PR CRISIS PLAYBOOK: TURN PANIC INTO POWER

Start Date:	28/06/2026	End Date:	02/07/2026
Categories:	Public Relations & Market	Venues:	Cairo
Formats:	In Person	Instructors:	

OVERVIEW

This course prepares professionals to lead with clarity and authority during public relations crises. Participants will learn proven techniques for responding quickly, managing media, and protecting organizational reputation when stakes are highest.

OBJECTIVES

By the end of this course, participants will be able to:

- Identify early warning signs of PR crises and activate response protocols.
- Craft crisis messaging that is timely, transparent, and trust-building.
- Manage press, social media, and internal communications under pressure.
- Lead de-escalation strategies to protect brand reputation.
- Conduct post-crisis reviews to rebuild trust and resilience.

COURSE OUTLINE

1- Understanding Crisis Types and Triggers
2- Building the Crisis Response Team and Protocols
3- Messaging in the Eye of the Storm
4- Media Management and Social Media Containment
5- Recovery Planning and Trust Restoration

TARGET AUDIENCE

All Supervisory Levels, PR and communications teams, marketing leads, legal and compliance officers, and executive leaders responsible for brand protection.

METHODOLOGY

Crisis simulations, message crafting labs, social media drills, reputation risk mapping, and post-crisis evaluation templates.

CONCLUSION

Participants will be equipped with a real-time response playbook and the confidence to lead their organizations through media storms with resilience and clarity.

DAILY AGENDA

Day 1: Types of PR Crises

Learn how to recognize the root and ripple effects of various public relations threats.

Day 2: Preparedness & Protocols

Build the internal playbook, team structure, and response templates before a crisis hits.

Day 3: Crisis Messaging

Craft powerful statements that lead with empathy, clarity, and strategic framing.

Day 4: Containment & Control

Execute media strategies and control narratives across all channels during escalation.

Day 5: Post-Crisis Leadership

Lead the recovery phase and reposition brand trust through transparency and storytelling.

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