



LEADERSHIP AND MANAGEMENT DEVELOPMENT

Crisis and Reputation Communication

2 day course

Classroom, online or in-house

Course overview

In a crisis the facts arrive slowly and the commentary arrives immediately, and an organisation that waits for certainty before saying anything has already lost control of the account. This course covers communicating under those conditions. Delegates work through crisis classification and the communication response each type warrants, the first hour including holding statements that are honest without speculating, and the internal audience, who hear the news from outside if nobody tells them. Stakeholder sequencing across regulators, customers, staff, partners and media is covered. Social media dynamics and the speed at which a position hardens are addressed. Apology, accountability and the legal tension around both are treated directly. The course closes on recovery and on rebuilding a reputation over the following months.

What you will learn

- Classify a crisis and match the communication response to it
- Issue a holding statement that is honest without speculating
- Communicate to internal audiences before they hear it elsewhere
- Sequence stakeholders across regulators, customers, staff and media
- Manage social media dynamics and hardening positions
- Navigate the tension between apology and legal exposure
- Rebuild reputation through the recovery period

Who should attend

- Communications and public relations leaders
- Executives and crisis team members
- Legal and compliance staff advising on statements
- Human resources staff handling internal communication
- Government and public sector communicators

Course outline

- 01 Slow facts and immediate commentary
- 02 Crisis classification and response
- 03 The first hour and holding statements
- 04 Honesty without speculation
- 05 The internal audience
- 06 Stakeholder sequencing
- 07 Social media and hardening positions
- 08 Apology, legal tension and recovery

Upcoming dates

Dates	Venue	Format	Fee per delegate
1 to 2 October 2026	Lusaka, Zambia	Classroom	USD 795
21 to 22 December 2026	Gaborone, Botswana	Classroom	R11,950
24 to 25 December 2026	Online	Online	R6,500
12 to 13 January 2027	Kampala, Uganda	Classroom	USD 795



Fees and how to register

This 2 day course is **R6,500** per delegate online, **R11,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 795** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afriscience.co.za, or WhatsApp us on **+27 63 479 1136**.

AfriScience Group | +27 61 536 6531 | info@afriscience.co.za | Pretoria, Gauteng, South Africa