



Health, Safety and Environment

Crisis Communication and Public Relations in HSE

Course Introduction

This intensive five-day course is designed to equip participants with the essential knowledge and skills required to effectively manage crisis communication and public relations within the context of Health, Safety, and Environment (HSE).

Through a combination of theoretical learning and practical case studies, participants will gain insights into crisis communication strategies, stakeholder engagement, media relations, and reputation management in the HSE sector.

Target Audience

- This course is suitable for professionals working in health, safety, and environmental management, as well as individuals involved in public relations, corporate communications, and crisis management.
- It is ideal for HSE managers, communication officers, PR executives, and those responsible for maintaining organizational reputation during crises.

Learning Objectives

- Understand the fundamentals of crisis communication and its importance in HSE management.
- Identify potential HSE crises and develop proactive communication strategies to mitigate risks.
- Learn effective techniques for stakeholder engagement and building trust with key audiences.
- Master media relations tactics to manage the flow of information during crises and protect organizational reputation.
- Develop crisis communication plans and protocols tailored to the specific needs of HSE organizations.

- Gain practical insights from real-world case studies and best practices in crisis communication and public relations.
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Course Outline

• DAY 01

Introduction to Crisis Communication in HSE

- Overview of crisis communication principles
- Understanding the unique challenges of HSE crises
- Case studies: Learning from past HSE crises

• Day 02

Proactive Communication Strategies

- Identifying potential HSE risks and vulnerabilities
- Developing proactive communication plans
- Stakeholder mapping and engagement strategies

• Day 03

Media Relations in HSE Crises

- Role of the media in HSE crisis communication
- Media training for HSE professionals
- Handling media inquiries and interviews

- **Day 04**

Crisis Communication Planning and Execution

- Creating effective crisis communication plans
- Crisis communication team roles and responsibilities
- Simulation exercises: Responding to simulated HSE crises

- **Day 05**

Reputation Management and Aftermath

- Managing reputation during and after HSE crises
- Rebuilding trust and credibility with stakeholders
- Evaluating crisis communication effectiveness and lessons learned

Throughout the course, interactive discussions, group activities, and practical exercises will reinforce learning objectives and encourage active participation from participants.

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 12, 2025	May 16, 2025	5 days	4250.00 \$	UAE - Dubai
Aug. 24, 2025	Aug. 28, 2025	5 days	2150.00 \$	Virtual - Online
Sept. 8, 2025	Sept. 12, 2025	5 days	5950.00 \$	USA - Los Angeles
Nov. 23, 2025	Nov. 27, 2025	5 days	4250.00 \$	KSA - Riyadh