

Training: SECO-Institute  
Crisis Management Practitioner

## TRAINING GOALS:

Crisis Management Practitioner (CMP) prepares you for successful progression into a crisis management role. In this course, you will learn the essentials of implementing a crisis management and communications process in your organisation, and you will practice your crisis management and crisis communications skills with increasingly complex crisis scenarios. At the end of the course, you will be able to set up an internal crisis organisation and handle a crisis in line with crisis management best practices.

What will you learn?

- Prepare yourself for a successful progression into a crisis management role
- Implement a crisis management and communications process in your organisation
- Practice your crisis management and crisis communications skills with increasingly complex crisis scenarios

Who should attend?

The course and the certificate are ideal for you, if you work in facility, security or human resources and you have ambitions for a career in crisis management; you're a communications or public relations professional and you would like to become a confident crisis communicator; you're a manager or CEO looking to organize a crisis team and implement crisis management in your organisation.

## CONSPECT:

- Introduction to managing a crisis: theory and impact
- Setting up the Crisis Management Organisation
- Managing a crisis: crisis strategies, BOBOC, structure
- Communication between teams within CMO
- Impact & Stakeholders
- Internal and External Communications
- Reputation Management
- Managing Social Media
- Crisis simulation

## REQUIREMENTS:

A good understanding of fundamental crisis management terms and concepts is required. We'd recommend you taking the Crisis Management Foundation training should you lack this.

### Difficulty level



## CERTIFICATE:

The participants will obtain certificates signed by SECO-Institute, S-CMP (SECO-CMP) Crisis Management Practitioner Certificate if pass the exam. The exam it is a computer-based exam and take 1 hour and consist of 40 multiple choice questions with pass mark: 60% (60 points out of 100 points).

Each participant in an authorized Crisis Management Practitioner training will receive a one free attempt to S-CMP exam.

## TRAINER:

Certified SECO-Institute trainer.

## ADDITIONAL INFORMATION:

1 year free SECO-Membership for participants who pass the exam.