

Crisis and Issues Communications

Have you noticed how much crisis there is recently? Volcanoes, the Euro, corporate results, strikes, product recall, accidents at work.....

No doubt you have a crisis plan in place and your teams are ready to respond. But did you know that most spokespeople have not been trained specifically for crisis media interviews? When did you or your spokespeople last have crisis training from experienced media professionals?

Date: Please see calendar on our website www.pinnaclepr.net

Time: 9:30 – 16:30

Fee: €750 (+VAT), registration required

Place: 83 Rue Ducale, 1000 Brussels, two minutes walk from Arts-Loi Metro station.



What to expect

Briefings on core principles of managing crisis and issues communications with PR trainers who have had experience of successfully managing communications campaigns for international organisations.

Course content

- ▲ How to work with the media in a crisis situation
- ▲ The different stages of a crisis and how to manage them
- ▲ How the media works in a crisis and what journalists want from companies and spokespeople in crisis situations
- ▲ The principles of good crisis communications, the golden rules of crisis interviews, the problems and pitfalls – and how to avoid them
- ▲ The practicalities and logistics of successful crisis communications
- ▲ Case studies of real crisis responses – good and bad examples

Who should attend

Anyone with a communications role who needs to plan for potential crisis.

To register

Please email us at brussels@pinnaclepr.net or click [here](#) to reserve your place online.

Trainer biography *



Isabelle Leonard, Senior PR Professional

Isabelle is a communications consultant with more than 15 years' experience working for international clients in the private and public sectors across topics and sectors including the environment, finance, transport, regions, and industry. Her specialties include strategic corporate communications, crisis and issues, environmental PR, media relations and financial communications. In 2006, the agency she worked for, Interel Pr&Pa, won the Sabre Award for best crisis management agency of the year in Europe, based on the client that Isabelle was advising. Isabelle is one of Pinnacle's core trainers in Europe and has trained clients from the public and private sectors. She speaks fluent French, English, Dutch and Spanish.

* The course might be delivered by another trainer

About Pinnacle

Pinnacle is a specialist communications consulting and training company based in Brussels, London and Dubai. We work with public relations and communications professionals from the public and private sectors across Europe, the Middle East, Africa and beyond -- from NGO campaigners to CEOs and government ministers.

Our services include primarily PR, media and communications training as well as consultancy services such as communication strategy development, message development, media relations, events organisation, and PR editorial services.

We operate a team of more than 50 communications, PR and media specialists, all of whom have ongoing or recent experience at the sharp end of journalism and public relations. This ensures that they are up to date with the latest ideas and practices.

For details of our training courses <http://www.pinnaclepr.net/brussels>

Call us for more information

For more information please contact Indre or Victoria on 02 513 06 33 or write us an email to brussels@pinnaclepr.net

Pinnacle PR Brussels

brussels@pinnaclepr.net

Pinnacle PR

Rue Ducale 83

B-1000 Brussels

Belgium

T: +32 (0) 2 513 06 33

F: +32 (0) 2 513 13 21