

## Activity Overview

### "Strategic Communication Course – Crisis Communication"

SSR-D1-C-20

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**Background** Crises are a reality in today's world and they must be anticipated. And, while some crises can certainly be horrific, every crisis can be managed more or less successfully. Communication is fundamental to crisis management. It provides clarity and direction for employees, customers and partners in an otherwise uncertain and confusing time. The key role of strategic communication during a crisis is to stabilize and advance the organization by inspiring confidence, earning trust and engaging stakeholders. Clear, consistent communication is vital to successfully maintain business continuity and recover.

#### **Purpose and Objectives**

The course will be focused on Crisis Communication as one of the key elements in the crisis management process, which is of particular importance for our institutions while dealing with the current coronavirus crisis. The entire crisis communication cycle as well as the activities and strategies that the organization can undertake and use in the pre-crisis, crisis and post-crisis phase of communication will be analysed in order to show how to significantly improve the communication outcomes during crisis. Also, new perspective on the role of media and social networks in our societies will be introduced, as well as trust in media. The primary goal of this course is to present the possibilities of strategic communication during crises to participants and to motivate them to use them properly in practice.

**Participation** The target audience are middle and senior level national officials and subject-matter experts and professionals working in any organization.

**Methodology** The Workshop is going to be executed in cooperation with the Croatian Defence Academy via the on-line platform "Cisco WebEx".  
The working language is English.

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