

Now in our 35th year!
2025 Open Enrollment Classes



ICM

INSTITUTE
FOR
CRISIS MANAGEMENT

Crisis Communication Management Certification Course & Crisis Media Training Workshop

Is your organization one of the nearly half that do not have a crisis communication plan? Or... you have a plan, *but it hasn't been updated or exercised recently?*



If you said yes to either, you need to attend one of the **most sought-after crisis masterclass programs** in North America! Learn from crisis experts and gain the tools and knowledge you need to create or update your crisis communication plan and manage a variety of crises with this **affordable, info-packed training program!**

Learn about:

- ♦ Identifying and **preparing** for business issues and crises
- ♦ Evaluating organization's **vulnerabilities and potential for issues to explode** into a crisis
- ♦ Anticipating issues that may become a crisis
- ♦ Gaining **support from senior management**
- ♦ Quantifying financial impact of a potential crisis
- ♦ Developing **realistic crisis communication plans**
- ♦ Identifying stakeholders and **prioritizing actions** for those most likely to get involved
- ♦ Leveraging hi-tech and low-tech communication tools
- ♦ Understanding and **using social media effectively** in a crisis
- ♦ Developing **strategy and messaging** for employees, customers, media and other critical stakeholders
- ♦ Crisis management technology
- ♦ **Using AI to support planning and response**
- ♦ Measuring communication effectiveness
- ♦ Debriefing and learning from the crisis

UPDATED 2025 Schedule

Live/Online in Six 2-hour Sessions

Mondays/Wednesdays

Summer Class: July 7-23, 2025

Fall Class: October 6-22, 2025

Sessions are recorded for later online viewing, so you don't have to miss a thing!

JUST ADDED! IN-PERSON CLASSES

Crisis Comms Course September 9-10

Crisis Media Training September 11

In Charlotte, North Carolina

Crisis Comms Course \$1,695⁰⁰

Media Training Workshop \$999⁰⁰

See page 4 for discount information

Crisis communication skills are more critical than ever in our volatile, misinformation driven environment. Gain new skills, insights, tools and templates to **protect your organization's reputation** in the midst of difficult issues and crises.

ICM'S CRISIS COMMUNICATION CERTIFICATION COURSE

is an **intensive 12 hour program** designed to help managers learn to identify the kinds of crises to which their organization is most vulnerable, develop scenario-based crisis response plans and work with management to respond, mitigate and recover from a business crisis. Participants learn about elements of an effective crisis communication plan and how to sell the plan to senior management. **This master class is a combination of lecture, group discussions and hands-on exercises designed to help managers think on their feet and respond quickly and confidently in the event of a crisis.**

Enrollment is limited to ensure lively discussion and personal attention for each participant. Course content includes:

- ☑ Defining business crises
- ☑ Types of adverse impact
- ☑ Most **common kinds of crises**
- ☑ Impact of **social media and misinformation**
- ☑ Assessing vulnerabilities
- ☑ Integrated crisis management plans
- ☑ Handling crisis **aftershocks**
- ☑ Stakeholder management

What participants say

"The Institute for Crisis Management is a wonderful resource for consulting and training. Deb is a patient listener and teacher. The training I received has benefited my company and I will definitely have new staff members participate in this training. If an emergency comes up, I am glad to know that I have Deb available to navigate the process."

- ☑ Social media tactics and how-to's
- ☑ Defining **key audiences** and their likely reactions
- ☑ Managing **media inquiries and interviews**



- ☑ Communicating effectively with employees
- ☑ **How to apologize** and communicate empathy
- ☑ Developing a **crisis early warning system**
- ☑ Assessing potential business and financial impacts
- ☑ Measuring response
- ☑ Developing the **crisis communication plan**
- ☑ **Types of crises** to include in your plan
- ☑ Elements of the **crisis plan**
- ☑ **Using AI tools** for planning and response
- ☑ **Leveraging crisis management technology**
- ☑ Social media action planning

Who Should Attend

- ☑ Corporate/organization leaders
- ☑ Heads of government agencies, NGOs, nonprofits
- ☑ Consultants
- ☑ Risk & business continuity managers
- ☑ Crisis management team members
- ☑ PR / communications professionals
- ☑ Marketing leaders
- ☑ Human resources professionals
- ☑ Attorneys and paralegals
- ☑ Plant/operations managers
- ☑ Company spokespersons
- ☑ **Anyone who may have to communicate during a business issue or crisis**

Managing the media effectively during a crisis requires new skills.
In this interactive **on-camera workshop**, train with real-life scenarios for
common issues and crises.

ICM Crisis Media Training One-Day Workshop

Thursday, September 11, 2025

Charlotte, NC Class

Today's spokesperson must **be prepared** for both **legacy and new media**. Although the media have changed dramatically in recent years, traditional media— newspapers, radio and television news— still play a important role, especially in a crisis. The impact of **social media has revolutionized the entire media landscape**. News stories often break first on a social platform. Misinformation or disinformation may need to be quickly addressed.

If your organization's crisis is in the news, reporters will want to interview you.

ICM's Crisis Media Workshop complements the Certification Course. Unlike typical general media training programs, this **concentrated session** is designed for company executives, spokespersons and communication professionals who have to face the news media in a crisis.

The workshop includes multiple **on-camera mock interviews** which focus on likely difficult situations participants may encounter.

Details on our website at
<https://CrisisConsultant.com>.

Due to the one-on-one nature of media training, enrollment is limited.

Register early to secure your seat!

Workshop Fee: \$995⁰⁰ USD



What participants say

"Deb Hileman gave an incredibly detailed, data-driven and well-prepared training on crisis communications. Her examples were timely and the information and circumstances presented were well-catered to the individuals participating. Her experience speaks for itself... and hearing about her personal experiences in the field gave it a necessary personal touch. She also broke down what all should be included in a crisis communications plan. I've applied all information to my current position in public relations for higher education."

"I could not rate Deb Hileman any higher. It was one of the best trainings I've attended in the area of public relations. Her training was recommended to me by a colleague. I will continue to recommend her training to other colleagues."

"I also participated in the media training and left feeling significantly more prepared for media interviews, press conferences and general planning regarding circumstances of crisis."

ICM Faculty

DEBORAH HILEMAN, SCMP, GCSCE CCMC is President and CEO of the Institute for Crisis Management (ICM). A globally-certified strategic communication management professional, business leader, coach and consultant with 35+ years' of experience in public and private companies and non-profit organizations in numerous industries. Ms. Hileman has led high-performing teams in a variety of roles. She is a FEMA-trained incident commander with experience as a national EMS public information officer during five major US hurricanes.



has extensive experience as a spokesperson and on-scene media consultant in crisis situations for a spectrum of clients, including international business concerns. With an award-winning career in broadcast journalism, she brings a wealth of insight, knowledge, understanding, and unique experience to serving client partners.

JENNIFER DULLES, APR, president of DStreet in metro Denver, Colorado, has 25+ years of experience designing and delivering strategic planning, communications, positioning and messaging, thought leadership, and reputation management programs. As an agency principal, she assembles and leads teams who shape markets, engage key influencers and propel companies to the forefront of their respective industries. As a consultant, she is a frequent advisor to the c-suite on strategic planning and corporate growth, as well as reputation management and crisis preparedness and response.



DIANNE LYNN CHASE is the Principal and founder of Chase Media and Communication, which offers expert strategic communication services for corporate, non-profit, and government clients. Also an ICM Senior Consultant, Ms. Chase

Crisis Communication Certification Course

\$ 1,695.00 USD

Registration fee includes all training materials, session recordings (online only), tools and templates.

Crisis Media Training Workshop

\$ 995.00 USD

***EARLY BIRDS SAVE \$\$ Contact ICM for coupon code**

Call ICM at +1 (502) 587-0327 to inquire about non-profit/education/military/government/ group enrollment discounts or affordable, custom in-house training for your team.

Cancellation and Refund Policy

ICM reserves the right to cancel a program and full refunds apply if we do. If you cancel 30 or more days prior to scheduled training date we issue a full refund. Your cancellation less than 30 days before training date receives credit toward a future workshop.

What participants say

"Really enjoyed the interaction with the Instructor and the collaboration with other students during group exercises. Provided an effective platform to generate ideas and responses."

"This was an excellent refresher for me. The worksheets and power point will be valuable resources in the future. Interacting with other experts really helped me learn new ideas. I have renewed confidence in the work I do and know I have a good resource with ICM. "

"Excellent, professional, and detailed instructor. Content was exceptional."

2025 CRISIS COMMUNICATION CERTIFICATION COURSE and CRISIS MEDIA WORKSHOP

Register online today at <https://CrisisConsultant.com> or use this form

Enrollment is Limited, Register Today!

Name _____ Job Title _____

I am Registering for: Crisis Comms Online Course: ☐ July ☐ October \$, 1,695.00 USD

☐ Crisis Comms In-Person Course Sept. 9-10 (Charlotte, NC) \$ 1,695.00

☐ Media Training In-Person Sept. 11 (Charlotte, NC) \$ 995.00

Professional Specialty: ☐ Public Relations ☐ Legal ☐ Human Resources ☐ Disaster Services

☐ Crisis Team ☐ Labor Relations ☐ Government Relations ☐ Risk Management

☐ Other _____ Do you have a coupon? Enter Code Here _____

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