

Now in its 36th year!

The ICM Crisis Communication Certification Course

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 communications 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
- ♦ Using online and traditional communication tools effectively
- ♦ Understanding and **using social media effectively** in a crisis
- ♦ Developing **strategy and messaging** for employees, customers, media and other critical stakeholders
- ♦ **Using AI to support planning and response**
- ♦ Measuring communication effectiveness
- ♦ Debriefing and learning from the crisis
- ♦ Crisis management technology

2026 Schedule

**Delivered Live/Online
Six 2-hour Sessions
Mondays/Wednesdays**

Spring: April 13-29, 2026

Summer: July 13-29, 2026

Fall: October 12-28, 2026

\$1,695⁰⁰ USD

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

Early Birds save \$\$\$! (Details on page 3)

Crisis communication skills are more critical than ever in our fast-changing, viral social media environment. Increase your value to senior management with new insights, tools, templates and skills 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 organiza-

tion 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**

"Enjoyed it enormously, great learning experience. Only complaint that it was too short, time flew and left us wanting more."

Lara Guerrero,
Crisis Communication
Consultant
MG Public Relations

"I've attended numerous trainings with various experts and organizations. This was the most thorough and was highly beneficial."

Susanna Elliott, Corporate PR
Manager, Alltech

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
- ☑ Measuring financial risk
- ☑ Most **common kinds of crises**
- ☑ Growing impact of **social media**
- ☑ Vulnerability and **risk assessment**
- ☑ Integrated crisis management plans
- ☑ Managing the **sudden crisis**
- ☑ Crisis **aftershocks**
- ☑ Stakeholder management
- ☑ Social media rules of engagement
- ☑ Defining **key audiences** and their likely reactions
- ☑ Managing **media inquiries and interviews effectively** and confidently
- ☑ Communicating with employees

- ☑ Building your crisis database
- ☑ **How to apologize** and communicate empathy
- ☑ Smoldering crises: identify, prevent and manage
- ☑ Developing an **early warning system**
- ☑ Assessing potential business and financial impacts
- ☑ Measuring response
- ☑ Developing the **crisis communication plan**
- ☑ Types of crises to plan for
- ☑ Elements of the **crisis plan**
- ☑ **Using AI** effectively for planning and response
- ☑ Leveraging **communications technology**
- ☑ Social media action planning



Who Should Attend?

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

ICM Faculty

DEBORAH HILEMAN, SCMP, FCSCE CCMC is President and CEO of the Institute for Crisis Management (ICM). A globally-certified corporate crisis and 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.



JENNIFER DULLES, APR, president of DStreet in metro Denver, Colorado and ICM Senior Consultant has 30 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 pro-pel 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.

"You guys are a lifesaver. I feel much more confident now about handling

ing press inquiries from 'the other side'."

Jennifer O'Malley

Director of Public Affairs

Indiana State Dept. of Health

"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. "

Maxine McBride, Founder and CEO

Clockwork Marketing

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

LeAnna Carey, Founder

Symplur

Crisis Communication Certification Course Fee

\$ 1,695.00*

Registration fee includes all training materials, session recordings, tools and templates.

***EARLY BIRDS SAVE \$\$\$**

**Register for any 2026 program by 12/31/25
and save \$300 with code PREPARENOW**

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

Full refund for cancellation 30 or more days prior to scheduled training date. Cancellation within 30 days of training date receives credit toward a future workshop within one year.

2026 CRISIS COMMUNICATION CERTIFICATION COURSE And CRISIS MEDIA WORKSHOP

Register Online Today at <https://CrisisConsultant.com> or Use this Form

Enrollment is Limited, Register Today!

Participant _____ Job Title _____

I am Registering for : Crisis Comms Course Online: ☐ Spring ☐ Summer ☐ Fall \$, 1,695.00 USD

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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How did you learn about ICM and our crisis communication course? _____

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For more information:

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