

**As a result of completing this course, you will be able to:**

### **Delivery Structure**

Planning for the Communications Crisis is a one-day instructor led course. It can also be taken as a self-study course. This course is an important element in Module 3 of the Essentials of Business Continuity Management series.

### **Certification and Accreditation**

Become a Business Continuity Management Professional (BCMP). This course is one step towards earning this certification. Planning for the Communications Crisis is worth .7 CEUs or 7 hours of credit.

In addition, it prepares the participant for the DRII Qualifying Exam necessary for certification as a business continuity planner from DRI International (DRII) and contributes to the educational component necessary for certification by the Business Continuity Institute (BCI).

With BS25999 parts 1 and parts 2 hailed as an important step allowing companies to demonstrate their ability to cope with major threats; as well as provide a management systems approach to business continuity management, this course provides you with what you need to develop a program that complies with these certification standards.



Foresight PR's specialty is the prevention of communications crises, or, if called in with the bases loaded and nobody out, a minimization of reputational harm.

[www.foresightpr.com](http://www.foresightpr.com)



For more information about ICOR's courses, go to

[www.theicor.org](http://www.theicor.org)

or call 866.SOLVE21 (765.8321)

# Planning for the Communications Crisis

## **Course Description:**

Planning for the Communications Crisis is an important element in Module 3 Developing a BCM Response that can be certified by BS 25999 parts 1 and 2. It is part of the Essentials of Business Continuity Management series.

An organization in crisis faces many grave threats. Employees can be in physical danger. Buildings can fall. Customers can be lost.

But the most serious threat is and always will be the threat to the organization's most important asset – its reputation.

To protect the organization from reputational threats requires careful, thoughtful, detailed planning and a methodology for inculcating a culture of organizational crisis preparedness.

In this intensive seminar, you will learn how to prepare the organization for inevitable threats to reputation.

Student case study materials include the Institute for Home and Business Safety's ([www.ibhs.org](http://www.ibhs.org)) Open for Business Toolkit – a toolkit available to you for free as part of taking this course – a bonus takeaway available from ICOR!

Activities and case studies are included throughout the course and are designed as knowledge checks and reinforcement of key concepts and will provide participants with hands-on interactive activities that will enable you to become familiar with and apply these principles immediately in your job. You will leave with the tools to enhance the visibility and reach of your organization's BCM program.

In addition, practice exam questions are included as part of the course to prepare you for both the DRII Qualifying Exam and the ICOR BCM Specialist Exam.