Garnet
Garnet Global Training Center

GGT-MK-109

Marketing, Sales & Communication

Crisis Communication

الاتصال في الأزمات

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (practitioner)**

Overview

Crisis Communication focuses on how the work is actually done: the methods, checks and decisions practitioners use every day, illustrated with real cases from the region. Win and keep customers with sharper strategy, selling and communication. Choose 5 or 10 days, classroom or live online, English or Arabic; organisations can also run it in-house and adapt the examples to their own work.

What you will be able to do

- Apply the methods and standards of Crisis Communication to real tasks.
- Follow safe, compliant and documented work practices.
- Avoid the mistakes that most often cause rework or failure.
- Share good practice with your team.
- Use the right tools, checks and calculations step by step.

Who should attend

Marketing and sales teams, account managers, PR and communication specialists. Practitioners with one to five years of experience benefit most.

Key topics

- Customer insight and segmentation
- Brand and positioning
- Digital channels and content
- Sales process and negotiation
- Measurement and ROI
- Media and stakeholder communication

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

WhatsApp: +971 56 674 7382

Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Crisis Communication: principles and standards
- Digital channels and content
- Measurement and reporting

Day 2 Methods and tools in practice
- Sales process and negotiation
- Measurement and ROI

Day 3 Diagnosis and problem solving
- Media and stakeholder communication
- Hands-on workshop on a workplace challenge

Day 4 Quality, safety and documentation
- Customer insight and segmentation
- Common mistakes and how to avoid them

Day 5 Workshop, assessment and action plan
- Brand and positioning
- Regional and international case studies

10-day outline

Day 1 Crisis Communication: principles and standards
- Digital channels and content
- Measurement and reporting

Day 2 Methods and tools in practice
- Sales process and negotiation
- Measurement and ROI

Day 3 Diagnosis and problem solving
- Media and stakeholder communication
- Hands-on workshop on a workplace challenge

Day 4 Quality, safety and documentation
- Customer insight and segmentation
- Common mistakes and how to avoid them

Day 5 Workshop, assessment and action plan
- Brand and positioning
- Regional and international case studies

Day 6 Advanced techniques and specialist practice
- Complex cases in depth
- Checklists and templates to take away

Day 7 Digital tools, data and automation
- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice
- Global performance benchmarks
- Group discussion and peer review

Day 9 Capstone project
- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates
- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
15–19 Mar 2027	5-day classroom	Dubai	Arabic	4,750
9–20 Aug 2027	10-day classroom	Istanbul	English	8,950
13–17 Sep 2027	5-day classroom	Geneva	English	4,750
1–5 Nov 2027	5-day online	Live online	Arabic	2,950
14–25 May 2028	10-day classroom	Muscat	English	8,950
19–23 Jun 2028	5-day classroom	Abu Dhabi	English	4,750
21 Aug – 1 Sep 2028	10-day online	Live online	English	5,450
13–17 Nov 2028	5-day classroom	London	English	4,750
18–22 Mar 2029	5-day classroom	Doha	Arabic	4,750
2–6 Apr 2029	5-day online	Live online	Arabic	2,950

Dates	Format	City	Language	Fee (USD)
3–14 Jun 2029	10-day classroom	Riyadh	English	8,950
17–21 Dec 2029	5-day classroom	Dubai	English	4,750
4–15 Mar 2030	10-day classroom	Abu Dhabi	Arabic	8,950
14–18 Apr 2030	5-day classroom	Doha	Arabic	4,750
3–14 Jun 2030	10-day online	Live online	English	5,450
15–19 Jul 2030	5-day classroom	Dubai	English	4,750

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/