

100CCT – Everyone Needs a Crisis Communications Team

Barton Dunant's "Everyone Needs a Crisis Communications Team" online self-paced course.

This five-part series of workshops covers the "before, during, and after" of creating/mobilizing, using, and demobilizing a crisis communications team. Before your organization builds a book of templated crisis communications messages (and we think you should, over time!), you will need a team to implement them, evaluate them, and then continuously refine them.

The course material includes a free crisis communications team plan template, which you can use - and modify yourself - through the various modules of these workshops. The course follows the POETE model – Planning, Organizing, Equipping, Training, and Exercising – to show the different aspects of plan creation, from all sides of any incident: before, during, and after.

The outline is as follows:

- Crisis Communications Team Plan Overview
- Introduction: Everyone needs a Crisis Communications Team
- Planning Part 1 'Before' – what plans are needed before crisis communications are needed
- Planning Part 2 'During' - what plans are needed during when crisis communications are needed
- Planning Part 3 'After' - what plans are needed after crisis communications are needed
- Organizing Part 1 'Before' – how the team needs to be organized before crisis communications
- Organizing Part 2 'During' – how the team can be expanded during crisis communications
- Organizing Part 3 'After' – what needs to be done for the team after crisis communications
- Equipping Part 1 'Before' – what items and systems are needed before crisis communications
- Equipping Part 2 'During' – what items and systems are needed during, and how to get more
- Equipping Part 3 'After' – what needs to be done with rented or borrowed items or systems
- Training Part 1 'Before' – what training needs to be done before crisis communications are needed
- Training Part 2 'During' – what training can be done during an incident, related to crisis communications
- Training Part 3 'After' – what training can be done after an incident, to make the team better prepared
- Exercising Part 1 'Before' – what exercises need to be conducted before any incidents occur
- Exercising Part 2 'During' – what exercises can be done during an incident, related to the crisis
- Exercising Part 3 'After' - what exercises should be done after an incident to revise the whole POETE process
- Conclusion – Everyone needs a Crisis Communications Team

This course is 2 hours in duration/length, including the time needed to work offline on the crisis communications team plan template, a certificate is automatically issued upon completion of all modules.

Any questions on the course material, please contact us at info@bartondunant.com.

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