



**EUROPEAN INSTITUTE
OF PUBLIC RELATIONS**
PART OF THE EUROPEAN INSTITUTE OF COMMUNICATIONS

Post Graduate Diploma In Crisis Communication



#CareerPR



Welcome

I'm delighted to take this opportunity to welcome and thank you for your interest in our Institute.

We have a very simple ethos that has resonated since our inception — our belief that when you enrol on a course you are not just a student but, more importantly, a customer.

This ethos substantiates the core rules of engagement in building a long lasting relationship between you, me, our lecturers, your organisation and indeed our professions. Our reputation has been built on creating brand ambassadors for the European Institute of Communications and its academic faculties of Public Relations, Social Media and Digital Marketing.

Your course programme has been designed to ensure that we encapsulate all that is current and relevant so that you can achieve your goals and objectives, no matter what they be. I and my team look at your journey as a partnership. That partnership starts right now and I welcome the opportunity to speak and or meet with you to ensure that your decision is the right decision for you.

Please feel free to contact me directly on +35387 0655791 or by email eugenegrey@europeaninstitute.ie.



Kind regards



Eugene A. Grey FEIPR FPRII FEIC
Director of Education



About the Europe Institute of Public Relations

The European Institute of Public Relations is a specialist academic Institute facilitating course programmes for the professional public relations and communications industries.

Part of the larger European Institute of Communications, which has in excess of 3876 members and is based in Leuven (Belgium) and Dublin (Ireland). Our professional academic importance and status is recognised by its acceptance of membership by the **Global Alliance PR** (Global Alliance for Public Relations and Communications Management) and by **EUPRERA** (European Public Relations Education and Research Association).

In addition, we have been facilitating the Public Relations Institute of Ireland (**PRII**) national Diploma in Public Relations (DipPR) since 2003 and have finished with the top students consecutively for the last 6 years and consistently returned the highest national results.

All the lecturers within the Institute are highly regarded practising professionals with extensive academic experience ensuring that all candidates expand their knowledge base across the current spectrum of public relations at a national & European level.



Post Graduate Diploma in Crisis Communication

The Post Graduate Diploma in Crisis Communications programme aims to equip candidates with the skills to devise, implement and manage the elements of a crisis communications plan. It will provide the theoretical knowledge and professional skills so that candidates can practice effective engagement with media and key influencers within the professional global arena.

Who Should Undertake this Programme

The programme has been designed for a range of communication candidates and crisis management team members challenged with the responsibility of crisis planning and crisis communication:

- Press officers and or those who are responsible for managing the media communication and stakeholder engagement
- Members of Crisis Management teams who require the communications knowledge to handle stakeholder engagement during and after the crisis
- PR practitioners who wish to expand and increase their professional skillsets
- Recently qualified graduates who wish to specialise in Crisis Communication and work in-house or in a consultancy

Course Options

The Post Graduate Diploma in Crisis Communications programme is available **at a time of your choice** One to one or group corporate Post Graduate Diploma or Diploma in Crisis Communications during office hours or at a time that suits you (subject to T&C). Please ask for details.

Course Accreditation & Recognition

The Public Relations and Communication Studies programme is a professional industry programme and is accredited by the European Institute of Communications. The European Institute of Communications are institutional members of the **Global Alliance PR** (Global Alliance for Public Relations and Communications Management) and **EUPRERA** (European Public Relations Education and Research Association).

Post Graduate Diploma in Crisis Communications

Course Objectives

This course will provide a detailed insight into the practice of crisis communication at a professional level. Candidates will learn the core elements of crisis planning so that they can design, implement, manage and evaluate an effective communications strategy. The course will provide candidates with a thorough knowledge and understanding of crisis communication as follows:

- Understanding the link between regulatory assessment and risk management when handling a crisis
- The strategic function of crisis communication in engaging stakeholders to rebuild and enhance corporate reputation, image and delivery of the organisation's communication objectives aligned to the business plan
- To have an overall comprehension of the tools and techniques of communication to engage and empower stakeholders
- To understand how the mass media operates and the PR tools of engagement to both online and traditional media influencers
- To have a knowledge of the legal and regulatory environment within which PR and communicators operate

Course Learning Outcomes

On successful completion candidates will have the ability to:

- Evaluate the organisations needs in order to design, implement and manage a crisis communication strategy for projects, campaigns and the overall organisational needs
- Engage the mass media and influencers using the appropriate PR tools of media and mass communication engagement
- Understand the importance of written and oral communication to improve their delivery of succinct messaging
- Learn and improve their professional ability to pitch news stories to the mass media and influencers
- Develop their skills to become story tellers to engage stakeholders and empower teams within which they work and are part of
- Understand the importance of research and planning and develop the ability to think strategically
- Be familiar with the theoretical elements of the creative process to demonstrate how that theory can be applied practically

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Risk Assessment & Issues Management

Understanding the corporate and operational risks associated with the operation of the organisation that are aligned to the business plan. The purpose and role of developing an Issues Management Strategy and its lifecycle.

Advocacy and Outreach Programmes

The importance of outreach programmes and advocacy relationship building. Community relationships and the role CSR can play in enhancing reputation, image and stakeholder engagement.

Crisis Planning and Crisis Communication

Developing a crisis communications strategy in line with the crisis management plan. Creating the crisis management manual. Empowering crisis communication team members and internal employees. External stakeholder engagement techniques in a crisis.

Crisis Media Relations

Understanding how the media works, what the media needs, their composition in terms of print, broadcast and online. Developing constructive media relationships. Candidates will learn the structure and nature of the mass media, with reference to both the Irish and international media landscape across offline and online platforms. The module will provide an insight into the tools of engagement and candidates will learn how to create effective and meaningful relationships with media and influencers across the spectrum of the operating landscape.

PR Media Tools of Engagement

This module will include media writing skills and techniques. Content will include structure, grammar, and spelling; press release and press statement writing; photo call notices; writing for digital and social media; Press Briefings, Off the Record, Press Conferences. Preparing for media interviews, for print, radio and TV.

The Online Environment

Candidates will learn the structure and nature of the online environment to engage key influencers in time of a crisis. The module will provide an insight into the online tools of engagement and candidates will learn how to create effective and meaningful relationships with media and influencers across the spectrum of the operating landscape in time of a crisis.

The Media Regulatory Environment

The key relevant professional bodies including Broadcasting Authority of Ireland, Press Council & Press Ombudsman and Media Regulation. Principle ethical codes governing the practice of Public Relations and media professionals both in Ireland and in the EU. Copyright, Defamation, Regulation of Lobbying Act, Freedom of Information Act, Data Protection, Privacy, Digital and Social media usage / posting policies.

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Entry Requirements, Course Structure & Fees

Candidates must be at least 20 years of age and preferably have a professional background or experience in the broader professional communications arena including journalism, marketing, communication, public relations, customer service, political environment and business. Candidates who are members of a crisis management team or have a specific interest in crisis communication. Alternatively, have a minimum of a third level qualification or higher.

The course will be held over a thirty hour period with lectures once weekly over a 10 week period. In addition, candidates will be expected to undertake additional self-study and direction will be given in this regard. The course will be assessed by a series of assignments and one major campaign project.

Course fees amount to €1150 with an assessment fee of €110, payable upon submission of their final project at the end of the programme. Student membership of the European Institute of Public Relations is automatically included in the course fees. Upon successful conclusion candidates will be conferred with their Post Graduate Diploma in Crisis Communications and can apply to become full professional members of the European Institute of Public Relations and therefore entitled to use the letters MEIPR.



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European Institute of Public Relations

23 Herbert Street, Dublin 2. Ireland

Tel: +353 1 490 6896

Mob: 087 0655 791

European Institute of Communications

Janseniusstraat 1

3000 Leuven, Belgium

Tel: +321 679 6505

Mob: +353 87 0655 791

www.europeaninstitute.ie

admin@europeaninstitute.ie

