Emergency Response Planning - Essential Media Training – 1 Day

Introduction

In today's digitally amplified world, how we communicate during a crisis is just as critical as how we respond operationally. With the increasing influence of real-time social media and heightened public scrutiny, aviation organizations must ensure their nominated media and communication personnel are fully prepared, trained, and confident in managing high-stakes crisis communication.

This intensive one-day training from Sofema Aviation Services (SAS) is specifically designed for professionals responsible for media liaison, communication strategy, and stakeholder engagement during aviation emergencies. Covering the full spectrum of communication challenges—from crafting media statements under pressure, to handling hostile questions, protecting victim privacy, and integrating social media into ERP protocols—this course provides real-world techniques and strategic insight that equip participants with the tools and confidence to represent their organization with professionalism and integrity during the most difficult moments.

Join SAS for this focused and practical training to elevate your organization's ability to communicate effectively, ethically, and decisively in times of crisis.

Who is the course for?

This course is for aviation professionals responsible for crisis communication, including communication teams, senior managers, safety personnel, and emergency response staff.

What is the Benefit of this Training – What will I learn?

- Acquire practical skills for managing communication during aviation emergencies
- Build confidence in handling media, social media, and public messaging under pressure
- Communicate ethically and effectively with stakeholders, victims, and families while preserving the organization's reputation

tel + 359 2 821 08 06
email team@sassofia.com

Date	On Demand
Category	Personal Development
Venue	On Demand
Level	Basic
Price	On Demand

Detailed Content / Topics - The following Subjects will be addressed

- General Introduction & Key ERP Communication Challenges
- Stakeholder Communication During Aviation Emergencies
- Senior Management Responsibilities in Crisis Communication
- Crisis Communication Oversight, Messaging, and Command Structure
- Strategic Use of Media and Social Media in ERP
- Handling Hostile or Misleading Questions Without Being Defensive
- Ethics in Crisis Communication
- Balancing Transparency with Privacy for Victims and Families
- Key Components of a Crisis Communication Plan
- Communication Roleplay – Interview Practice & Message Delivery

Target groups

This training is intended for airline and airport communication teams, crisis management personnel, senior executives, safety managers, and any staff involved in emergency response planning and external communications.

Learning Objectives

By the end of this course, participants will be able to:

- Understand the key principles of effective crisis communication within an aviation emergency context.
- Explain the role and responsibilities of senior management and media liaison personnel during a crisis, including oversight and messaging consistency.
- Prepare and deliver structured holding statements and media responses in alignment with company values and legal constraints.
- Demonstrate techniques for managing difficult, misleading, or hostile questions with professionalism, empathy, and clarity.
- Develop a social media communication strategy as part of ERP planning, including monitoring, engagement, and misinformation management.
- Balance transparency with ethical and privacy obligations, particularly when addressing victim-related information and sensitive data.
- Coordinate effectively with stakeholders—including regulators, media, emergency services, and care teams—using best practice communication tools.

tel + 359 2 821 08 06
email team@sassofia.com

Date	On Demand
Category	Personal Development
Venue	On Demand
Level	Basic
Price	On Demand

www.sassofia.com

Pre-requisites

Participants should have a basic understanding of aviation operations and organizational emergency response procedures; prior experience in communication or crisis management is beneficial.

What do People Say about Sofema Aviation Services Training?

"The instructor used the right words to explain the material."
"The discussions among the group were very beneficial."
"All sections of the course were related to my field."
"Adequate answers were given to specific questions."

Duration

1 day – Start at 09.00 and finish at 17.00, with appropriate refreshment breaks.
To register for this training, please email team@sassofia.com or Call +359 28210806

tel + 359 2 821 08 06
email team@sassofia.com

Date	On Demand
Category	Personal Development
Venue	On Demand
Level	Basic
Price	On Demand