



# Business Development & Crisis Communication Management

**Course Venue:** UK - London

**Course Date:** From 29/06/2026 To 03/07/2026

**Course Fees:** 4950 GBP

## Introduction

This dynamic course equips professionals with essential skills to drive business growth while effectively managing communication during crises. Participants will learn how to identify new opportunities, build strategic partnerships, and align business development with organizational goals.

At the same time, they will gain practical tools to prepare for, respond to, and recover from crises—safeguarding reputation and ensuring resilience. Through real-world case studies and interactive exercises, this course provides a practical framework for sustainable success in an unpredictable business environment.

## Contents

### Day One

#### Foundations of Business Development

##### Learning Objectives

- Understand the strategic role of business development
- Identify key business growth drivers
- Analyze competitive landscapes

##### Topics

- What is Business Development?
- Growth Strategies: Market Penetration, Product Development, Market Expansion
- Identifying New Business Opportunities
- SWOT Analysis and Strategic Positioning
- Relationship Building and Client Engagement

##### Activities

- Interactive workshop: Mapping growth opportunities
- Case Study: Successful business development models

### Day Two

#### Strategic Planning & Stakeholder Engagement

##### Learning Objectives

- Learn how to align business development with strategic goals
- Understand stakeholder mapping and engagement
- Build value-driven partnerships

##### Topics

- Setting Business Development Goals
- Strategic Partnerships and Alliances
- Stakeholder Identification and Prioritization
- Engagement Strategies & Negotiation Techniques

- KPIs for Business Development

### **Activities**

- Roleplay: Strategic partnership negotiation
- Group Task: Stakeholder mapping exercise

### **Day Three**

### **Crisis Communication – Principles and Planning**

#### **Learning Objectives**

- Understand the foundations of crisis communication
- Learn how to prepare for and mitigate crises
- Explore crisis communication frameworks

#### **Topics**

- Defining a Crisis: Types and Triggers
- Principles of Crisis Communication
- Building a Crisis Communication Plan
- Spokesperson Selection and Training
- Monitoring and Early Detection

#### **Activities**

- Workshop: Create a crisis communication plan
- Scenario analysis: Identifying potential threats

### **Day Four**

### **Crisis Response and Reputation Management**

#### **Learning Objectives**

- Learn how to communicate during a crisis
- Manage internal and external communications effectively
- Protect and restore brand reputation

#### **Topics**

- Crisis Communication Channels
- Media Handling and Press Briefings
- Internal Communication in Times of Crisis
- Social Media and Public Sentiment Management
- Post-crisis Review and Reputation Recovery

### **Activities**

- Crisis simulation exercise (live press briefing scenario)
- Media training & message crafting workshop

### **Day Five**

### **Integration – Business Resilience and Real-Time Case Study**

### **Learning Objectives**

- Integrate business development and crisis communication for resilience
- Learn from real-world case studies
- Develop individual action plans

### **Topics**

- Aligning Business Development with Risk Management
- Business Continuity Planning
- Internal Communication in Times of Crisis
- Learning from Crisis Case Studies (e.g., Boeing, Samsung, BP)
- Creating Personal Development Plans

### **Activities**

- Capstone Group Project: Business Growth Plan with Crisis Mitigation Strategy
- Media training & message crafting workshop
- Final Presentations and Peer Review
- Feedback Session & Certificate Ceremony