



Business Development & Crisis Communication Management

Course Venue: UK - London

Course Date: From 27/07/2026 To 31/07/2026

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