CHARTERED
INSTITUTE OF PROFESSIONAL CERTIFICATIONS

CERTIFIED CRISIS COMMUNICATIONS AND DISINFORMATION MANAGER™

CRCD ™



Fully Accredited By:

Chartered Institute of Professional Certifications

CPD Certification Service



PROGRAM OVERVIEW

In today's always-connected digital environment, a single false narrative can escalate into a full-blown reputational crisis within hours. **The World Economic Forum ranks misinformation and disinformation among the world's most severe short-term global risks**, and an estimated **50% of businesses have suffered deepfake-related attacks** in recent years, with average losses approaching **US$450,000 per incident**. Beyond the financial toll, organizations face eroding stakeholder trust, intensifying regulatory scrutiny, disrupted operations, and lasting reputational damage, making effective crisis communication and disinformation management a mission-critical business capability.

This certified program will equip you with the expertise to lead strategic crisis communications and counter disinformation across today's complex information environment. You will gain a commanding understanding of **crisis governance, communication planning, and escalation protocols**, along with expertise in stakeholder engagement, media relations, executive spokesperson management, and **crisis decision-making across the preparedness, response, and recovery lifecycle.**

Furthermore, you will decode the evolving global disinformation landscape, coordinated influence campaigns, and **behavioral psychology**. You will gain sharp insight into **narrative engineering, cognitive bias, artificial intelligence, synthetic media, and deepfakes** to understand how

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information threats emerge and how powerful counter-narratives are built. The program also develops hands-on capability in **media engagement, press conferences, digital and social media crisis management**, and **cyber incident communications** during data breaches, ransomware attacks, operational disruptions, and other high-impact events.

Throughout the program, you will also learn to leverage **open-source intelligence (OSINT), social listening, threat intelligence**, and disinformation detection techniques to surface emerging risks early and fortify organizational resilience. Through immersive crisis simulations and real-world case studies, you will build the confidence to **lead cross-functional crisis teams, make decisive calls under pressure**, and establish lasting information resilience.

Upon completing the program and passing the Chartered exam, you will attain the **Certified Crisis Communications and Disinformation Manager (CRCD™)** designation, an industry-recognized credential that positions you as a highly sought-after crisis communications leader and demonstrates your expertise in protecting organizational reputation and steering strategic communications through today's increasingly complex information landscape.

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KEY SKILLS YOU WILL GAIN

From This Program



CRISIS GOVERNANCE FRAMEWORKS
CRISIS COMMUNICATION PLANNING
STAKEHOLDER MAPPING
EXECUTIVE SPOKESPERSON COACHING

MEDIA INTERVIEW MANAGEMENT
PRESS CONFERENCE STRATEGY
HOLDING STATEMENT DEVELOPMENT
CRISIS MESSAGE DESIGN

REPUTATION RISK MANAGEMENT
BEHAVIORAL RISK ANALYSIS
COGNITIVE BIAS ASSESSMENT
NARRATIVE ENGINEERING

COUNTER-DISINFORMATION STRATEGIES
INFLUENCE CAMPAIGN DETECTION
INFORMATION THREAT ANALYSIS
OPEN-SOURCE INTELLIGENCE (OSINT)
SOCIAL LISTENING ANALYTICS

SOURCE VERIFICATION TECHNIQUES
DIGITAL CRISIS RESPONSE

YOUR FACULTY DIRECTOR



Philippe Borremans

Global Crisis, Risk & Emergency Communication Expert

Philippe Borremans is a globally recognized crisis, risk, and emergency communication expert with more than 25 years of field, advisory, and training experience across over 50 countries. His expertise spans **corporate crises, public health emergencies, nuclear incident communication, reputational threats, AI-enabled communication, and high-stakes emergency response**. Over the course of his career, he has advised and delivered capacity-building programs for organizations including the World Health Organization, IAEA, ECDC, ICRC, P&G, FedEx, Volvo Group, IBM, and governments across the GCC.

A **former President of the International Public Relations Association**, Philippe is known for translating complex communication principles into practical, actionable strategies. His senior roles with IBM and Hill & Knowlton provide him with a distinctive perspective across both public- and private-sector environments. He is the **author of *Mastering Crisis Communication with ChatGPT* and *Building Your Crisis Communication Plan*, and publisher of the *Wag The Dog* newsletter**. His work is particularly recognized for **advancing the use of AI, emerging technologies, and adaptive communication strategies in modern crisis preparedness and response**.

OUR PARTICIPANTS

Over 70% of FORTUNE 500 Companies Have Attended Our Accredited Programs Before





















PROGRAM AGENDA

MODULE 1 - FOUNDATIONS OF CRISIS COMMUNICATION & INFORMATION DISORDER

- Introduction to Foundations of Crisis Communication & Information Disorder
- Lesson 1 - The three-discipline framework: Risk, crisis, and emergency communication as epistemologically distinct fields
- Lesson 2 - The anatomy of a modern crisis: Speed, complexity, and information disorder
- Lesson 3 - CNF Framework introduction: Anticipate, Engage, Sustain, Restore

MODULE 2 - THE GLOBAL DISINFORMATION LANDSCAPE & THREAT INTELLIGENCE

- Introduction to The Global Disinformation Landscape & Threat Intelligence
- Lesson 1 - Typology of information disorder: Misinformation, disinformation, malinformation
- Lesson 2 - State-sponsored, commercially motivated, and organic disinformation — Operational distinction
- Lesson 3 - The DISARM Framework as a practitioner tool

MODULE 3 - CRISIS COMMUNICATION STRATEGY & GOVERNANCE

- Introduction to Crisis Communication Strategy & Governance
- Lesson 1 - Crisis communication as a governance function, not a PR function
- Lesson 2 - Policy architecture: Mandate, authority, escalation thresholds, activation protocols
- Lesson 3 - The GATE Model: Gather, Analyse, Test, Execute

MODULE 4 - STAKEHOLDER MAPPING, COMMUNICATION PLANNING & MEDIA RELATIONS

- Introduction to Stakeholder Mapping, Communication Planning & Media Relations
- Lesson 1 - Stakeholder mapping beyond 'the general public': Power/interest grids, influence networks
- Lesson 2 - Tiered communication sequencing under time pressure
- Lesson 3 - Spokesperson management, hostile questioning, and the three-message discipline

PROGRAM AGENDA



MODULE 5 - DIGITAL CRISIS COMMUNICATIONS & SOCIAL MEDIA MANAGEMENT

- Introduction to Digital Crisis Communications & Social Media Management
- Lesson 1 - Platform-specific crisis protocols: X/Twitter, LinkedIn, Facebook, TikTok, WhatsApp
- Lesson 2 - Digital crisis response escalation matrix: When to respond, hold, or remove
- Lesson 3 - Dark social, community management under attack, influencer network threat and opportunity

MODULE 6 - DISINFORMATION: RECOGNITION, ASSESSMENT, AND COUNTER-RESPONSE

- Introduction to Disinformation: Recognition, Assessment, and Counter-Response
- Lesson 1 - Understanding disinformation campaigns: Anatomy, origin types, amplification mechanisms, and what makes an organisation a target
- Lesson 2 - Assessment and response decision-making
- Lesson 3 - Organizational preparedness for disinformation

MODULE 7 - CYBER INCIDENTS, DATA BREACHES, AND INFORMATION SECURITY CRISES

- Introduction to Cyber Incidents, Data Breaches, and Information Security Crises
- Lesson 1 - The communication function in a cyber incident
- Lesson 2 - Regulatory disclosure and notification obligations
- Lesson 3 - Stakeholder communication in breach scenarios

MODULE 8 - CRISIS SIMULATION AND SCENARIO PLANNING

- Introduction to Crisis Simulation and Scenario Planning
- Lesson 1 - Why crisis simulations fail and how to fix them
- Lesson 2 - Designing and facilitating tabletop exercises
- Lesson 3 - Behavioural insights as a simulation design tool

PROGRAM AGENDA

MODULE 9 - DATA ANALYTICS, INTELLIGENCE, AND AI IN CRISIS COMMUNICATIONS

- Introduction to Data Analytics, Intelligence, and AI in Crisis Communications
- Lesson 1 - From social listening to crisis intelligence
- Lesson 2 - Real-time analytics in the crisis operations centre
- Lesson 3 - AI in crisis communication: Capability, limits, and governance

MODULE 10 - REPUTATION RECOVERY, RESILIENCE, AND STRATEGIC LEADERSHIP

- Introduction to Reputation Recovery, Resilience, and Strategic Leadership
- Lesson 1 - Reputation recovery: Framework and evidence
- Lesson 2 - Building communication resilience
- Lesson 3 - Strategic leadership in crisis communications
- Final capstone project

EXAMINATION

YOUR CHARTER DESIGNATION



Chartered Institute of Professional Certifications' programs are unique as they provide you with professional charter designations and marks that can be used across your lifetime once you have completed our programs.

Upon completing the program and successfully passing the Chartered exam, you will be awarded the prestigious **Certified Crisis Communications and Disinformation Manager (CRCD™)** designation, which you can showcase across your resume, CV, and professional credentials. Developed by the esteemed **Chartered Institute of Professional Certifications**, a leading authority in professional certification, this industry-recognized, trademarked charter validates your expertise in leading crisis communications, reputation management, and disinformation response across complex organizational environments. It demonstrates your command of crisis governance, strategic stakeholder communications, media engagement, and reputation recovery, positioning you as a trusted leader in protecting organizational credibility, neutralizing information threats, and strengthening resilience through high-impact crises.

The program's content has been independently accredited and certified by the Continuing Professional Development (CPD) organization, guaranteeing adherence to rigorous standards of professional development.

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OUR FACULTY DIRECTORS

We Collaborate With Instructors From Renowned Institutions

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LSE THE LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE

Columbia Business School

London Business School



CONTACT US TODAY

We Thank You for Your Ongoing Support of Our Programs

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