

CHARTERED 
INSTITUTE OF PROFESSIONAL CERTIFICATIONS

CERTIFIED CRISIS COMMUNICATIONS AND DISINFORMATION MANAGER™

CRCD™

**Fully Accredited
By:**

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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

ACCREDITATIONS



4.8



4.6



PROGRAM OVERVIEW



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



Alexandra Tilley

Distinguished Crisis Communications and Strategic Reputation Management Expert

Alexandra Tilley is a highly accomplished crisis communications strategist, media trainer, and communications consultant with **over 20 years of international experience** helping organizations navigate high-profile crises, safeguard reputation, and strengthen stakeholder trust. She has advised senior leaders across government, multinational corporations, charities, and cultural institutions, bringing **frontline, in-the-room expertise to crisis communications, media relations, public affairs**, and strategic communications.

Alexandra has played pivotal roles in some of the **UK's most significant reputational crises**, including advising the **British Museum** through its widely publicized artifact-theft crisis and leading crisis communications for the **Fire Protection Association** following the Grenfell Tower tragedy. She has delivered crisis communications, media training, and executive spokesperson coaching for organizations including **British Airways, Tesco, the Royal Navy, Serco, Walker Morris LLP**, and numerous UK government departments, while her consultancy portfolio spans renowned brands such as **Coca-Cola, Nike, Nokia, Johnson & Johnson**, and the **British Red Cross**.

A respected educator and executive coach, Alexandra has designed and delivered crisis communications programs for over two decades as a Course Director, Visiting Lecturer, and retained consultant. Renowned for having "been in the room" during real crises, she equips leaders with battle-tested strategies to manage complex incidents, counter misinformation, engage the media with confidence, and protect organizational reputation across today's rapidly evolving information landscape.

YOUR FACULTY DIRECTOR



Caroline Sapriel

Award-Winning International Expert in Crisis Management and Crisis Communications

Caroline Sapriel is an internationally recognized crisis management and crisis communications expert, consultant, trainer, and executive coach with **more than 25 years of experience advising organizations through complex, high-impact crises**. As the Founder and Managing Partner of CS&A, she has advised senior executives across high-risk industries, including oil and gas, chemicals, aviation, shipping, pharmaceuticals, transportation, and consumer products. She has **helped organizations strengthen crisis preparedness, improve executive decision-making, and protect stakeholder trust and corporate reputation during complex crises**.

Caroline is a Fellow of the International Association of Business Communicators, the profession's highest recognition, and **winner of the IABC Gold Quill Award for The Ten Commandments of Crisis Management**. She has authored one audiobook and two books on best-practice crisis management and major crisis cases spanning 30 years. Caroline also serves as **Lecturer in Crisis Management and Communication for the Master of Safety Sciences at the University of Antwerp and the Master of Safety Engineering at KU Leuven**, while consistently earning highly rated participant feedback for her dynamic, engaging, and practical training.

OUR PARTICIPANTS

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



PROGRAM AGENDA



MODULE 1 - FOUNDATIONS OF MODERN CRISIS COMMUNICATIONS

- Defining incidents, issues, emergencies, and organizational crises
- Understanding the crisis lifecycle from early warning and escalation through response and recovery
- Examining how digital channels and information disorder have transformed modern crisis communications

MODULE 2 - CRISIS RISK IDENTIFICATION, EARLY WARNING AND PREPAREDNESS

- Identifying organizational vulnerabilities, emerging issues, and potential crisis triggers
- Establishing monitoring and early-warning mechanisms
- Strengthening preparedness through scenario planning and pre-crisis stakeholder engagement

MODULE 3 - CRISIS COMMUNICATION STRATEGY, GOVERNANCE AND DECISION-MAKING

- Establishing crisis communication governance, authority, and escalation protocols

- Defining crisis communication team roles and responsibilities
- Aligning communications with senior management and operational crisis response

MODULE 4 - BUILDING AN EFFECTIVE CRISIS COMMUNICATION PLAN

- Developing crisis communication plans, activation procedures, and communication workflows
- Establishing holding statements, Q&As, message templates, and other pre-prepared content
- Creating communication protocols that can be activated rapidly under pressure

MODULE 5 - STAKEHOLDER MAPPING, AUDIENCE PRIORITIZATION AND COMMUNICATION SEQUENCING

- Identifying and segmenting internal and external stakeholders
- Evaluating stakeholder influence, expectations, concerns, and information needs
- Sequencing communications across employees, customers, regulators, partners, media, and other audiences

PROGRAM AGENDA



MODULE 6 - UNDERSTANDING AUDIENCE PERCEPTIONS, TRUST AND CRISIS BEHAVIOUR

- Understanding how audiences perceive risk, uncertainty, and organizational credibility
- Examining cognitive and emotional factors influencing stakeholder responses
- Adapting communication strategies to stakeholder concerns and perceptions

MODULE 7 - CRAFTING EFFECTIVE CRISIS MESSAGES UNDER PRESSURE

- Developing clear, credible, and timely crisis messages
- Balancing transparency, accountability, empathy, and uncertainty
- Preparing holding statements, key messages, Q&As, and executive talking points

MODULE 8 - MEDIA RELATIONS AND SPOKESPERSON MANAGEMENT DURING A CRISIS

- Understanding media expectations and news priorities during major incidents
- Preparing executives and spokespersons for interviews and hostile questioning
- Applying bridging, message discipline, and interview techniques

MODULE 9 - DIGITAL CRISIS COMMUNICATIONS AND SOCIAL MEDIA MANAGEMENT

- Managing fast-moving crises across social media and digital channels
- Determining when to respond, monitor, correct, or avoid amplifying harmful content
- Managing viral criticism, online attacks, community reactions, and rapidly changing narratives

MODULE 10 - UNDERSTANDING MISINFORMATION, DISINFORMATION AND INFORMATION DISORDER

- Distinguishing misinformation, disinformation, malinformation, rumours, and manipulated narratives
- Understanding the motivations behind coordinated and organic information threats
- Examining how false or misleading narratives are created, amplified, and targeted

MODULE 11 - DETECTING AND ASSESSING DISINFORMATION THREATS

- Identifying early warning signals of emerging false or misleading narratives

PROGRAM AGENDA



- Assessing sources, amplification patterns, audience reach, and potential organizational impact
- Distinguishing coordinated attacks from organic criticism or misinformation

MODULE 12 - COUNTERING DISINFORMATION AND MANAGING HARMFUL NARRATIVES

- Evaluating when to correct, clarify, challenge, or avoid amplifying false information
- Understanding proactive communication, pre-bunking, fact-based rebuttal, and counter-narrative approaches
- Developing credible responses that protect trust without unintentionally increasing misinformation reach

MODULE 13 - CRISIS INTELLIGENCE, MONITORING AND COMMUNICATION TOOLS

- Using media monitoring and social listening to identify emerging narratives
- Turning communication data into actionable crisis intelligence
- Applying digital tools to improve monitoring, coordination, and real-time communication

MODULE 14 - INTEGRATED CRISIS RESPONSE AND SIMULATION

- Managing evolving scenarios involving operational disruption, stakeholder pressure, media scrutiny, and information threats
- Coordinating communication decisions across management and organizational functions
- Testing response priorities, escalation processes, stakeholder communication, and messaging under pressure

MODULE 15 - POST-CRISIS REVIEW, REPUTATION RECOVERY AND FUTURE READINESS

- Conducting post-crisis communication reviews and identifying lessons learned
- Assessing changes in stakeholder perceptions, trust, and reputational impact
- Developing reputation recovery strategies and strengthening preparedness for future crises

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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CONTACT US TODAY

We Thank You for Your Ongoing Support
of Our Programs

Singapore and Asia Pacific Enquiries

Email: advisor@charteredcertifications.com
Phone: +65 6716 9980
Address: Chartered Institute of Professional Certifications
1 Gateway Drive
#20-04 Westgate Tower
Singapore 608531

Australia and New Zealand Enquiries

Email: advisor@charteredcertifications.com
Phone: +61 3 9909 7310
Address: Chartered Institute of Professional Certifications
530 Little Collins Street, Level 1
Melbourne VIC 3000, Australia

UK, Europe and Middle East Enquiries

Email: advisor@charteredcertifications.com
Phone: +44 (020) 335 57898
Address: Chartered Institute of Professional Certifications
86-90 Paul Street
London, EC2A 4NE

USA Enquiries

Email: advisor@charteredcertifications.com
Phone: +1 888 745 8875
Address: Chartered Institute of Professional Certifications
99 Wall Street #3936
New York, NY 10005