

LYRICAL LAVA

PR

Master Class in Crisis Communication

Essential Training for Corporate
Spokespersons and Team Leaders

Empowering Corporate Leaders to Navigate Crises with Confidence

Christal P. Austin, IMC, CPM

- Founding President, International Association of Business Communicators (IABC) Barbados
- 21 years of communications experience

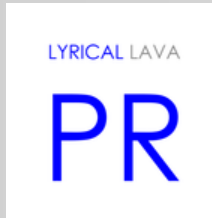


About our Presenter

Christal P. Austin
Marketing Project Management Specialist

- Certified, Integrated Marketing Communications
- Over 20 years of PR experience
- Over a decade of experience in crisis communications training
- 2023 International Association of Business Communicators (IABC) World Conference Speaker
- Founding President of IABC Barbados





Why Crisis Communication Matters

In today's fast-paced corporate world, crises can strike at any moment.

Whether it's a product recall, data breach or a natural disaster, how your company responds can make all the difference.

Lyrical Lava PR's Master Class in Crisis Communication equips you with the skills and strategies needed to handle any crisis with poise and professionalism.



About the Master Class

Our comprehensive master class covers:

- ✿ Crisis Communication Fundamentals
- ✿ Crafting Effective Messages
- ✿ Media Training
- ✿ Social Media & AI Techniques
- ✿ Case Studies and Simulations



Who Should Attend

Is This Course for You?

This master class is designed for:



Public Relations Professionals:

Enhance your crisis communication toolkit.



Corporate Communications Teams:

Strengthen your internal and external communication strategies.



Corporate Affairs Specialists: Navigate public affairs crises with confidence.



Operations Managers: Ensure seamless communication during operational disruptions.




Team Leaders and Spokespersons:

Develop leadership skills and media handling techniques.



Course Details

 **Format:** Intensive Workshop

 **Duration:** 10 a.m. - 4:00 p.m.

 **Location:** On-site

 **Value:** BDS \$499

Participants will receive a complimentary course workbook, access to online resources and a certificate of completion. Lunch will be served.





Registration and Contact Information

Register Today!

"Don't miss out on this opportunity to enhance your crisis communication skills. Register now to secure your spot!"

Visit our website www.lyricallavapr.com or contact us at christal@lyricallavapr.com to register.



246.243.4307



christal@lyricallavapr.com

A close-up, angled view of a red keyboard key. The word "register" is printed in white, lowercase, sans-serif font, followed by a white checkmark symbol. The key is set against a background of other white keyboard keys, including one with an exclamation mark and another with the number "1".

Testimonial

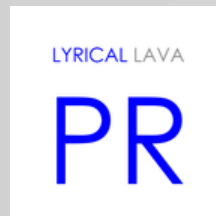
Glen Lynch
Managing Director, G. O. Lynch Consultancy Inc.

“Christal Austin is a very good presenter. She excelled at several seminars and workshops designed and presented by my company, which specializes in risk management and business continuity, G. O. Lynch Consultancy Inc., over the past decade.

“Christal was a regular speaker on Crisis Communication and Crisis Management and participants consistently commended her for the excellent content and delivery of the presentations.

“Her delivery and engagement of participants in the sessions she presented were excellent.”





Become a Leader in Crisis Communication

Lyrical Lava PR is committed to empowering corporate executives with the skills and confidence needed to navigate crises effectively.

Join us for our Master Class and become a trusted spokesperson your company can rely on.

Follow us on social media

