

Crisis simulation

Strengthen your organisation's crisis resilience before crisis becomes reality.



Most common challenges

Today's business reality is increasingly complex and unpredictable. Challenges such as sudden market changes, cyber attacks, technical failures, trade union negotiations or investment security, among others, require companies to adapt quickly and manage information effectively.

Businesses are expected to be resilient to such circumstances. Therefore, the ability to adapt and effectively communicate change under time pressure is becoming a strategic competence. The efficient and flexible operation of a team dedicated to crisis management is a key factor in defining success or failure. Without adequate preparation and training, even the most experienced teams may find it difficult to maintain the consistency, speed and quality of communication, going through the consequent escalation of the crisis and loss of the company's most valuable resource, namely trust.

The solution we propose is advanced training based on realistic scenario and a simulation of a crisis situation in real time.

Training objectives

Our crisis simulation is designed to equip crisis management leaders with the necessary knowledge and skills to gain resilience - preparedness and effectiveness - in the face of a real challenge. During the training, we work with participants on realistic scenarios that are tailored each time to the requirements of the industry and the potential challenges of the organisation. Why is it worth choosing a crisis simulation?

01 Take control of the crisis

Gain valuable skills to make sound decisions under time pressure.

02 Develop communication skills

Learn advanced communication techniques to effectively and clearly communicate key information in a stressful situation.

03 Check the preparedness of the crisis team

Test the individual roles and responsibilities of team members in a crisis situation. Make sure that your decisions will be accurate thanks to cooperation between departments.

04 Face stress in a supportive environment

Learn techniques for managing stress that is inherent in crisis situations. Ensure that you and your team act effectively under the pressure of the situation.

Profile of participants

Our crisis simulation is dedicated to a diverse group of people who play important roles during a real crisis and are directly or indirectly involved in managing a difficult situation:

Senior executives

CEOs, COOs, CFOs, managers and directors, who are responsible for making strategic decisions during a crisis, will gain knowledge of the effectiveness of their procedures and the work of the crisis team, as well as strengthening their leadership skills in a crisis situation.

Communication teams

Those responsible for the company's external communications, whose job is to respond effectively to negative information and protect the company's reputation, will learn how to build clear and trust-inspiring messages for different target groups.

Managers - crisis team members

Specialists in specific areas who coordinate activities in crisis situations, will gain the ability to communicate effectively under difficult circumstances and to build motivating messages for their teams.

Regional specialists

Experts from the company's divisions and production sites, responsible for, among other things, management, operations or emergency response (e.g. plant directors), will strengthen the ability to effectively manage the situation in their division, both internally and in terms of external communication.

Legal departments

The company's lawyers who advise on crisis-related legal issues, will strengthen the communication skills needed to effectively inform, negotiate and persuade in difficult circumstances.

HR professionals

Those responsible for internal communications and managing the impact of a crisis event on employees, will learn how to target internal messages in a crisis situation, in line with company values.

Marketing teams

Experts responsible for marketing communications, whose role is to adapt marketing messages and campaigns to changing circumstances, will learn the techniques needed to manage change communications.

IT teams

Those involved in protecting IT systems from technical failures and cyber-attacks, will gain experience in working with a multidisciplinary crisis management team.

Security teams

Those responsible for the physical security of the company and the management of evacuation plans and other security procedures, will strengthen the ability to properly react in a stressful situation.

Benefits to participants

Simulation training significantly improves the readiness of teams to act effectively in crisis situations and make accurate decisions under stressful conditions. The training strengthens participants both in their roles and in their cooperation with other company departments.



Ready and resilient team

- You will strengthen cooperation between team members, which is essential for effective information sharing and coordination.
- You will gain knowledge of how the decisions of individual leaders affect the development of a crisis situation.



Effective processes

- You will diagnose and address gaps and weaknesses in existing procedures and crisis plans, giving your organisation a chance to improve and adapt them before an actual crisis occurs.
- You will learn about new potential risks and how to prevent them.
- You will identify priorities to ensure business continuity for your organisation.



Practical experience and feedback

- You will gain valuable feedback highlighting strengths and areas for improvement, with recommendations for next steps.
- You will receive feedback from trainers who are experts in the field of crisis management.



Crisis resilience

- You will gain concrete and useful skills that will strengthen your and your organisation's readiness to face a crisis.
- You will build a strong team that is prepared for a variety of scenarios.
- You will strengthen your ability to manage an interdisciplinary team in the face of demanding and stressful challenge.



Targeted communication

- You will learn clear, consistent and effective communication that the media, employees, business partners and other crisis communication audiences will understand.
- You will test the skills you have acquired during an interview in front of the camera in our Studio.
- You will learn how to answer difficult and unexpected questions.



Stress management

- You will learn about effective techniques to minimise stress in a communication crisis.

About the training

Take part in a full-day training oriented to strengthen the competences of leaders and managers that play a crucial role in managing a crisis or problem.

- The programme of our training combines the theoretical knowledge of procedures, tools and strategies required to perform simulation exercises with a practical part, during which participants are given a realistic scenario of an erupting crisis with tasks to be delivered.
- The simulation is a dynamic process during which the crisis situation evolves and participants are surprised by further interactive challenges and variables they need to respond in real time.
- During the simulation, we also use our Studio, where participants record their statements and comments to the media.

What you receive?		
Economy package	Standard package	Golden package
Simulation 4h	Simulation and recordings 6h	Theory, simulation, recordings 8h
<ul style="list-style-type: none"> • Practical, interactive training in groups • Simulation of a real crisis, including successive variables, on the basis of a scenario agreed with the client • Individual feedback • Recommendations for the company's existing procedures and processes • 1 trainer • Certificate confirming participation in training 	<ul style="list-style-type: none"> • Practical, interactive exercises in groups • Simulation of a real crisis, including successive variables, on the basis of a scenario agreed with the client • 1 exercise in front of the camera in the Studio - an interview conducted with each participant by a so-called difficult journalist • Individual feedback • Recommendations for the company's existing procedures and processes • 2 trainers • Cameraman • Experience with strong team integration • Certificate confirming participation in training 	<ul style="list-style-type: none"> • Training in conditions closest to a real crisis • Simulation of a real crisis, including successive variables, on the basis of a scenario agreed with the client • Mix of theory and practical, interactive exercises • 2 exercises in front of the camera in the Studio - an interview conducted with each participant by a so-called difficult journalist • Individual feedback • Recommendations for company procedures and processes • 2 trainers • Cameraman • Experience with strong team integration • Certificate confirming participation
Where: 24/7Communication (ul. Świętojerska 5/7 in Warsaw) or the client's premises in Warsaw.*	Where: 24/7Communication (ul. Świętojerska 5/7 in Warsaw) or the client's premises in Warsaw.*	Where: 24/7Communication (ul. Świętojerska 5/7 in Warsaw) or the client's premises in Warsaw.*
Price: from 15 000 PLN net	Price: from 25 000 PLN net	Price: from 30 000 PLN net

*If the client is based outside of Warsaw, travel and possible accommodation costs for the trainers should be added to the quote

Meet our expert

Anna is an experienced expert, specialising in crisis management consulting and reputation protection. For more than a decade, she has supported companies in developing and implementing effective risk mitigation strategies and implementing comprehensive crisis communication plans to help organisations deal effectively with difficult situations. She is also responsible for organising and delivering advanced anti-crisis training, including realistic crisis simulations that enable client teams to test their preparedness and response to a crisis in a controlled environment and implement potential changes, improving procedures and tactics before the crisis hits. At 24/7Communication, Anna is also responsible for cooperation with [Crisis Communications Network Europe](#), a consortium of agencies providing top quality crisis handling services across Europe. In addition, she also conducts media training for board members, managers, spokespersons and press office staff.

In total, she has 18 years of experience in communications, which she developed, among other things, as a television journalist. For many years she worked with TVN24, where, among other things, she was a reporter for the programme 'Czarno na Białym', considered one of the most opinion-forming programmes. She has also worked in public administration and for non-governmental organisations.



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About 24/7Communication

24/7Communication is an independent polish strategic communications consultancy. Since 2001, we have been helping organizations build trust and implement sustainable changes. We provide comprehensive communication support to our clients, covering areas such as PR strategy, corporate communication, ESG and Sustainability, Public Affairs, crisis and issue management, as well as internal communication, employer branding, and content & digital marketing.

Our consultants have the experience and expertise that allow us to be a trusted partner for leading companies across four main specializations: food, consumer goods and retail, technology and e-commerce, energy and industry, and health and pharmaceuticals. We also have team responsible for internal communication and employer branding. Additionally, we are expanding our advisory practice in ESG and sustainability, public affairs, and crisis and issue management. Through 247Studio, we run a streaming and broadcasting studio, delivering audiovisual projects for our clients.

We are a partner of PROI, a global organization of independent public relations firms. We are also a member of Crisis Communications Network Euro-

pe, an international network of independent communications and consulting agencies from Europe providing crisis communications consulting.

Our projects and campaigns are awarded in major industry competitions. In 2023, we won 8 awards in the Złote Spinacze competition, 4 Effie Awards and 3 awards in the KTR competition. We were named the Best PR Agency 2023 in the EMEA region by PROI. We received the title of the Best PR Agency of 2024 in Poland according Media Marketing Poland magazine.

24/7Communication is an agency made up of committed practitioners and experts in their fields. As a company that helps clients build trust, we prioritize it. It is the basis of our organizational culture #247WAY. Always progress. Always reliable. Always with care and respect for others.

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