



Crisis Comms & Public Relations after a Cyber Security Incident (Classroom or Live Online)

1 Day

£4,950.00 + VAT



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Course Description

A one day non-technical course, aimed at preparing organisations to manage their crisis communications and Public Relations after a cyber security incident. The course is aimed at both communications and PR professionals, as well as crisis, resilience and business continuity professionals.

The Crisis Comms & Public Relations after a Cyber Security Incident course will teach participants how to understand the requirements of responding to a cyber incident and how to develop appropriate communications under the particular circumstances of a cyber incident. Topics include cyber risk assessments, crisis response hierarchy and working with CIRT teams and learning from other organisation's communications' successes and failures.

“Thankfully, we now live in a world where it is accepted that data breaches happen and organisations are more comfortable disclosing that they have been victim to an attack. However, with this welcome move away from victim blaming, organisations are now being judged more on how well they manage a breach.”

Brian Honan, ComputerWeekly

Course Modules

Module 1 – Introduction to Cyber and the Threat Landscape



- What are the possible types of cyber attacks?
- Double and triple ransomware attacks
- Good & poor communications and PR practice examples in response to cyber incidents

Module 2 – Understanding your organisation's threats, level of preparation and impacts if an attack were to occur



- What are the particular threats to your organisation?
- How to understand the impact of a cyber incident
- Cyber security standards and what you have in place
- Data risk assessment – what you have to lose and the consequences if there is a data breach

Module 3 – Crisis Communications Response Framework



- Roles and responsibilities of Communications and PR during cyber incidents
- Communications role within a CIRT
- Coordination of internal and external communications

Module 4 – Communications Response Strategies



- Low profile and maximum exposure communications strategies – what has worked and what has not
- The benefits and downsides of each communications channel
- Responding on a full ransomware lockout when channels and information may not be available to responders
- Preparation for a cyber incident, including website preparation and providing information to stakeholders

Module 5 – SEPA Case Study



- Learning from the SEPA cyber incident of Christmas 2020, including a review of external communications.

Module 6 – Stakeholder Identification and Regulatory Reporting



- Identifying the stakeholders which need to be communicated with under different scenarios
- Statutory and regulatory reporting
- Requirements and timings for reporting to the ICO
- Development of an effected stakeholder communications plan in response of ICO reporting requirements

Module 7 – Developing Lines to Take and Responding During a Cyber Security Incident



- Developing lines to take in response strategies and writing internal communications statements
- Use of appropriate language and terms
- Framing your response
- Explaining ransomware pay or not to pay decisions
- Identify appropriate support to be offered to those affected
- Exercise to practice skills learned



- Final quiz to check understanding
- Debrief of the course
- Actions and next steps

Course Benefits

- Know what actions you can take now to ensure that you are prepared
- Communication with stakeholders will define your organisation's success or failure during a cyber incident
- Avoid making the same communication mistakes other organisations have made responding

Who Should Attend?

- Communications and PR professionals
- Crisis, risk and business continuity practitioners

Course Delivery

This Crisis Comms course is a one day training course and up to 12 delegates can attend the session.

During the live online version of the course, delegates will be able to use their microphones to take part in discussions and ask the tutor any questions, there is also the option to use a webcam too. Interactivity features used during the training may include the use of breakout sessions for group work, polls and quizzes. The course is delivered via GoToTraining.

Certificate of Attendance

An electronic certificate of attendance will be issued to delegates following the completion of the course.

Course Cost

The cost of this one day training course is £4,950.00 + VAT for one day and £3,950.00 + VAT for subsequent days, plus tutor expenses if delivered in person. Bespoke work may incur additional costs.

Testimonial

“What a thoroughly useful course this proved to be. The course was pacy enough to maintain interest, yet there was plenty of time to discuss aspects of the course that we needed more insight into. The team learnt so much and feel ready and fully equipped for any eventuality.”

Chantelle Binley

Next Plc



Why use BC Training?



Up to Date Industry
Knowledge



Quality of
Training



Tutor Experience



Variety of Course
Styles

Contact Us

Our friendly team are here to help!
Please use the contact information below to get in touch.



Telephone

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Live Chat

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Opening Hours

Monday to Thursday: 8:00am – 4:30pm
Friday: 8:00am – 4:00pm
(UK time)

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