



Crisis Communications and Public Relations after a Cyber Security Incident (Live Online)

1 Day

£525.00 + VAT



+44 (0) 1253 542 650



info@b-c-training.co.uk



www.b-c-training.com



BC Training Ltd, 21 Fairhaven Road, Lytham St Annes, Lancashire, FY8 1NN, UK

Details



Live Online Course

Course Description

BCM-IT

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.

This Crisis Communications and Public Relations after a Cyber Security Incident course will teach delegates 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.

“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



- Contemporary notable cyber events
- Nature of the threat
- What are the different types of cyber attacks?
- Understanding ransomware (double, triple or quadruple) attacks and impacts
- Who are the threat actors?
- Good and poor communications response examples

Module 2 – Crisis Communications Response Framework



- Possible frameworks for managing a cyber incident
- Communications roles, responsibilities and tasks
- Working with a Cyber Security Incident Response Team (CSIRT)
- Stages of a cyber response
- Roles and responsibilities of external parties including law enforcement involved in the response

Module 3 – Developing a Crisis Communications Response Plan



- Difference in planning for a cyber incident as opposed to a 'normal' incident
- Communications tasks and a checklist of actions
- Coordination of internal and external communications
- Plan headings and content

Module 4 – Communications Response Strategies



- Low profile and maximum exposure communications strategies – what has worked and what has not
- The benefits and downsides of different communications channels
- Responding on a full ransomware lockout when channels and information may not be available to responders
- Website preparation and providing information to stakeholders

Module 5 – Contemporary Case Study



- Learnings from a contemporary cyber incident, including a review of their external communications

Module 6 – Stakeholder Identification and Regulatory Reporting



- Identifying the stakeholders which need to be communicated with under different cyber scenarios
- Statutory and regulatory reporting requirements
- Requirements and timings for reporting to the Information Commissioner's Office (ICO)
- Development of an effected stakeholder communications plan

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



- Developing lines to take
- Writing internal communications
- 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

Course Benefits

By the end of this course, delegates will be able to:

- Understand contemporary cyber incidents and the evolving landscape
- Evaluate a framework for effective communication management during cyber incidents
- Design a comprehensive cyber communications response plan
- Propose tailored communications strategies for different cyber events
- Recognise insights and lessons from a recent cyber incident
- Distinguish the diverse regulatory reporting requirements associated with cyber incidents
- Formulate an effective communications response, including recommended lines to take

Completing this course will contribute towards your BCI Continuing Professional Development (CPD).

Who Should Attend?

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

Course Delivery

This training course is delivered as a one day, live online training course by an experienced tutor. Scheduled breaks will be provided within each session. During 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 £525.00 + VAT.

Private Training

If you would like this training course delivered privately for your organisation, either live online or in person, please contact the BC Training team for a proposal.

FAQs

What are the timings of my training course?

The timings are 9am-4pm UK time and scheduled breaks will be provided. Timings are indicative and exact timings may vary due to student experience and their interest in certain topics. The course may finish earlier if all topics have been covered.

What do I need for the course?

You will be provided with an electronic copy of the course materials.

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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Email

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Head Office Address

BC Training Ltd
21 Fairhaven Road
Lytham St Annes
Lancashire
FY8 1NN
United Kingdom



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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