

The Drill™ Launches First Arabic Crisis Simulation Platform for GCC Organisations

The Drill™ crisis software has launched its first Arabic-language crisis management tool, to provide GCC organisations with interactive bilingual crisis training for high-stakes incident and crisis events.



Dubai, United Arab Emirates Apr 24, 2025 ([IssueWire.com](https://www.issuewire.com)) - The Drill™, a world-class **crisis management software** platform trusted by leading global institutions, has launched the **first Arabic-language crisis simulation tool** for the Gulf region. This **bilingual crisis preparedness platform** is the first of its kind, giving **Arabic-speaking organisations across the GCC** access to immersive, **real-time crisis training** tailored to regional threats.

Originally developed in Australia in 2016, The Drill is redefining how organisations build **crisis response skills** through realistic, fully customisable simulations. Designed to reflect the complex needs of high-stakes sectors such as **aviation, oil and gas, banking, healthcare, government, and tourism**, the platform enables teams to train in both **Arabic and English**, preparing them for the fast pace and high stakes of real-world events.

“With threats like cyberattacks, fake news, environmental disruption and stakeholder unrest evolving rapidly, **crisis readiness in the GCC** has never been more critical,” said The Drill’s Managing Director, Gerry McCusker. “We built this **Arabic crisis management tool** to meet that growing demand.”

Unlike gamified apps or static multiple-choice tools, The Drill provides **live, interactive scenario training** powered by veteran crisis experts. Organisations can test their plans, people, and decision-

making processes in a **secure, scalable hybrid platform**—accessible on-site or remotely—mirroring the complexity of actual crisis events.

The new Arabic version was developed following extensive executive training sessions in the UAE, where the need for a **regionally responsive and bilingual simulator** became clear. Now with a dedicated GCC team and in-region support, The Drill is empowering leadership teams to confidently respond to emerging threats in real time.

“The Drill’s **customisable crisis response simulator** helps teams learn by doing—writing, reacting and publishing content under pressure, just like they would in a real crisis,” added GCC-based Senior Advisor George Noon. “This is no theory—it’s practical, experiential learning designed for high-stakes environments.”

Already aligned with leading Australasian educational standards, The Drill is recognised globally as a best-in-class **crisis simulation software**, now offering GCC clients a critical advantage: **bilingual, expert-led crisis training** that prepares teams before the headlines break.

To learn more or to request a demonstration, visit www.thedrill.com.au

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About The Drill

The Drill is an online crisis simulation platform for real-time crisis management preparation and response. Designed to test plans and train staff through live interactive publishing and event scenarios, The Drill replicates the high-pressure dynamics of modern stakeholder crises in a secure, password-protected training portal. It can be delivered in-house, supported remotely, or licensed for client use. Built on a proprietary Crisis Diagnostic model, and calibrated to best-in-class practices, The Drill is a scalable and flexible crisis simulator that strengthens organisational knowledge, builds skills equity, and enhances crisis decision-making and response skills.



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