

Crisis Management Media Training Workshop

If meeting the media is stressful at the best of times, it's doubly so in times of crisis. There is little time for calm reflection, for substantiating facts and planning your response.

The media will be more demanding than ever, and the public hungry for information. The court of public opinion decides on the verdict and could dictate your company's future.

THREATS:

Product failure

Explosion & fire

Multiple fatalities

Extortion

Whistleblowers

Media training is the way to increase your confidence.

BENEFITS:

Brand protection

Increased staff confidence

Consumer protection

Reduced litigation

Decreased insurance

What will you achieve?

- Understand the dynamics of a crisis media campaign
- How to handle media enquiries
- Develop vital key messages
- Be confident in front of the camera
- Generate trust and professionalism during interviews
- Perform confidently and calmly in the face of probing and persistent questioning

What is covered during the day?

- Anatomy of a crisis
- Case studies of the good, bad and ugly
- What are journalists looking for?
- Dealing with the print and radio media
- Going in front of the camera, live, recorded and down the line

Who is this for?

- Any company that could find itself in the media spotlight, especially those with a higher risk profile.
- Senior executives who will have to be the company spokesperson
- Communications teams who will have to interact with the media in a crisis

Who does the training?

We use highly experienced broadcasters, journalists and programme editors whose newsgathering expertise helps you to find the right words in the worst of times. You will do camera and radio interviews and be taped for analysis and critique.



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