

Crisis Management Training

■ Description

Full day workshop with plenty of hands-on experience and exercises covering:

- Crisis planning
- Conveying key messages to the media
- Interview preparation – radio & TV

■ Aims

This course will equip you with the skills and confidence you need to develop a proactive and positive relationship with journalists, even when handling a crisis. You will gain insights from former BBC reporters into what journalists are looking for and why – and discover what media procedures should be considered in a crisis management plan. You will also prepare and undertake challenging media interviews and receive immediate constructive feedback on content and presentation.

■ Course Programme

MORNING

Introduction to the media

- Why plan for the media in a crisis

Crisis planning

- The media procedures you need to include in your crisis plan

Interview preparation workshop

- Understanding the opportunity
- Key messages & soundbites
- The difference between print & broadcast interviews
- The difference between live & pre-record interviews

Radio interviews

- Practical one-to-one interviews & phone-in style
- Feedback – an opportunity to learn from mistakes and improve

AFTERNOON

Preparation for a TV interview

- The TV sound bite
- Presentation – what not to wear
- Body language

TV interviews (inside or outside/onsite)

- Practical one-to-one interviews
- Feedback – an opportunity to learn from mistakes and improve

Course can be tailored to cover 'down-the-line' and studio-style interviews

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