



Crisis Communications Training

▪ Overview

Our course will give you a detailed insight into the procedures you need to consider in the event of a major issue or crisis within your organisation.

Delivered online or face to face, you will learn what the media is looking for from former journalists with crisis communications experience in numerous organisations.

This practical one-day course will give you the opportunity to discuss your own procedures, reviewing the steps you would take in different circumstances, including communications internally and with other relevant stakeholders. There will be exercises across the day, including opportunities to prepare and undertake challenging media interviews on given scenarios with immediate constructive feedback on content and presentation.

Whether delivered virtually or face to face, these interviews will be 'as real as it gets' – and we will discuss the difference between print, radio and TV interviews.

▪ Programme

What is crisis communications?

- A definition
- Real-life examples
- The effects of mishandled crises
- The effects of well-handled crises
- The changing face of the media

When does an issue become a crisis?

- Exercise: What constitutes an issue in your organisation and when does it become a crisis?

Preparing for a crisis

- Why plan for a crisis?
- Exercise: What and who to include in a crisis plan?
- Monitoring the news and social media

Responding to the media

- The 'Golden Hour' is now instant
- Questions to ask the media
- Exercise: write a statement on a given scenario
- Managing your internal communications

Interviews

- Exercise: preparing your five key messages and interview content
- Radio and TV tips, including tone, style, body language and appearance
- Exercise: respond to a given scenario in an interview

The aftermath

- Handling social media
- Reputation management

Feedback

- Useful resources
- Q&As

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