

docleaf Crisis Communications Media Training

Benefits:

- Brand protection
- Calmness under pressure
- Get your messages across
- Learn the tricks of the trade

Threats:

Terrorism

Bad news delivery

Media attack

Fatalities

Executive misdemeanors

Murder & assaults



If the media were camped on your doorstep, how well prepared would you be to answer their probing questions and present your company in a positive light?

Crisis communications is an essential skill for senior management. This tailor made media training course is for anyone who, one day, may have to deal with a media crisis. With this course you will be confident that you can handle whatever situation you may have to confront in the future.

What will you achieve?

- ◆ Prepare effectively for a crisis
- ◆ Identify different responses to different situation
- ◆ Survive the media firestorm
- ◆ Use the media to put your case across
- ◆ Stay in Control

By the end of the session you will:

- ◆ Feel more confident that you understand what might happen
- ◆ Understand how to respond
- ◆ Know what preparation is essential and
- ◆ How to react to different situations.
- ◆ Be able to get your message across clearly and effectively

Who and What is this for?

- ◆ Senior executives who must be ready for the unexpected
- ◆ Management teams preparing for the future
- ◆ Organisations who want to learn how to react to and defuse a media crisis

Who does the training?

We use highly experienced broadcasters, journalists and programme editors whose national 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.

What does it cost?

2 options are available:

- ◆ An exclusive company day for a maximum of 5 people held at your offices. The fee for this is £3,000.
- ◆ Alternatively we hold shared days at our office where you can join others. The per head fee for this is £700 and we will have a maximum of 5 people.