



## Crisis Communications

The real challenge for professionals is when they are communicating in a crisis. With an ever changing scenario and multiple stakeholders, understanding, honing and delivering your messages in a timely and appropriate manner is essential if clients are to be protected, reputation maintained and damage minimised. This course will equip you with tried and tested techniques to make your preparation for and management of a crisis effective and have real impact.

This course will explain and illustrate the theory of how to communicate in a crisis. Using well known examples as a basis for discussions, and emphasising the concepts of the message house and storyboarding, we will show you how to respond quickly and effectively to crisis situation.

### The Content

- What is a crisis?
- How can communication help?
- What are the key theories on crisis communications?
- How do you identify your audiences?
- What platforms should be used?
- What about the traditional media?
- What about social media?

### Structure

The morning will be a practical explanation of theory, some top tips and exercises. This will take into account the experience and seniority of the group ensuring that material is pitched appropriately.

The afternoon will be an as-live media management exercise. As the participants arrive after lunch they will be split into groups of 3 or 4 and given a detailed and realistic scenario. They will be given specific tasks to complete to tight deadlines, including for example agreeing a line to take, briefing journalists off the record, answering questions, dealing with door-stepping, deciding whether or not to do interviews and if so, who, how and where. They will need to agree strategy, review and adjust and retain the confidence of their peers, seniors and the media. All of this will be to extremely tight deadlines.

The scenario will change and develop every hour, providing a greater degree of challenge to the team. The culmination of the exercise will be a challenging interview to one member of each team.

### Cost

This one day course, designed and written specifically for up to twelve booked attendees, costs £1525 plus VAT and travel expenses.