



Crisis Management and Media Training

“A crisis is an opportunity riding the dangerous wind” – Chinese Proverb

Course Objectives

This practical and interactive course is designed to give delegates the tools to handle intense media attention during a crisis or major news event connected with them or their organisation.

The skills you will learn will enable you to stay calm when the storm breaks – a time of great stress, when it can be hard to think rationally. Unless you’re trained and prepared.

The course analyses the anatomy of a crisis, identifying how and when to do and say the right thing – and how easy it can be to get it wrong.

Course Outline

Delegates are given realistic and challenging scenarios and collaborate with each other and the expert trainers to develop and practice key messages and strategies for dealing with the media and other interested parties.

Across the day, you will learn:

- How a crisis develops – and how to prevent one
- The basics of Crisis Management Planning
- How to identify potential danger points
- The importance of having one clear, key message
- How to deal with journalists – especially hostile ones
- The art of surviving a news conference
- Skills and techniques for getting your point across on TV, Radio and in print

You will be given the chance to take part in a realistic TV news interview, to appear on a radio discussion programme and experience an impromptu “doorstepping” by hostile journalists. You will receive expert feedback and advice at every stage.

Outcomes

By the end of the day, delegates will have:

- In-depth understanding of what precipitates a crisis and what needs to be done to prevent it escalating
- The ability to identify key messages and how to deliver them to appropriate audiences
- Increased confidence in dealing with the media
- Tips, techniques and practice in dealing with hostile questioning

The Think Again Team

Ian Parkinson spent 20 years as a journalist on national radio and television news before joining the senior management team at Radio 1. That role gave him a unique insight into how it feels on the “other side” of the microphone – the full glare of hostile publicity when an organisation goes through a media crisis. He left the BBC in 2008 and is now a sought-after trainer and speaker on communication and the media.

Jane Bolger was a radio and TV reporter for nearly 20 years. She went on to produce educational and social action projects for the BBC, while developing her skills as a trainer and facilitator.

Micky Curling is an experienced camera operator, sound engineer and producer with a long career in radio and television – including seven years with BBC News.