

www.isoc.com/crisis-media-training

Crisis Media Training

Face to Face	ISOC London or Dubai
Live Online	ISOC Studio via Zoom
Contact	training@isoc.com
Price	\$695 +VAT
Duration	One day
Dates	isoc.com

**SHORT COURSES
FOR PROFESSIONALS**

Crisis Media Training



Course overview

This crisis media training course covers how to speak with journalists and media following a negative news event. You will practice realistic on-camera interviews with positive and supportive coaching. Topics include crisis media dynamics, performing under pressure and strategies for handling difficult questions.

You can join us either face to face or live online. The classroom version runs in London and Dubai as a one-day course. The online version is divided into two half-days and hosted live on Zoom from the ISOC studio.

Dates and booking: [isoc.com](https://www.isoc.com)

LEARNING OUTCOMES

After this course, you will be able to:

- Perform confidently and effectively in crisis media interviews
- Prepare crisis-appropriate positioning and messages
- Handle difficult questions and turn them to your advantage
- Predict and navigate crisis media dynamics
- Understand journalists and how they think and behave in a crisis
- Anticipate and prepare for challenging topics
- Stay calm and dignified under persistent questioning

Who should attend?

This is an advanced-level course designed for executives and communicators who are likely to be required to face the media on behalf of their organisation in a crisis or other reputationally sensitive environment.

“Crisis Media Training” is an advanced course focusing specifically on crisis interviews. If you are interested in training covering all kinds of interviews, you might also consider the intermediate-level course “Media Training”: <https://www.isoc.com/media-training-course>.

Course agenda

Preparation and confidence

This module covers the core concepts of media training theory, including practical examples in video clips.

- Developing and using messages in interviews
- Using soft and hard proof points to make messages credible and memorable
- Understanding news values and how these will affect the interview
- Body language and physical appearance
- Structured preparation using a step-by-step model

On-camera simulation

In this module, you will prepare systematically for an imaginary scenario and then take part in a simulated media interview, followed by individual feedback. The purpose is familiarisation, self-awareness and confidence building.

- Evaluating the journalist, media and news environment
- Preparing messages and proof points
- Anticipating and preparing answers for likely questions
- Simulated interview on camera with a training journalist
- Video replay with individual performance coaching

Interview dynamics

In this module, you will learn to understand the underlying dynamics of media interviews, in order to take control of the agenda. This is followed by another simulation exercise.

- Interviewer tactics to watch out for
- Power dynamics
- Managing aggressive or pushy questioning
- Guiding the agenda: proactive messaging

Difficult questions

In this module, you will learn techniques for answering difficult questions, including universally effective approaches. This is followed by another simulation exercise.

- Seven categories of question that do not need to be answered
- The classic “blocking and bridging” approach and its shortcomings
- The flexible “dig for gold” strategy
- The universal “zoom in, zoom out” technique



Training at ISOC



About ISOC

The International School of Communication is a private institution of higher learning.

We run training centres in London and Dubai and also train in-house for clients in more than 75 countries.

ISOC has been delivering specialist courses on communication for more than 15 years. We work for public and private organisations of all sizes, including blue-chip companies and national governments.

We are inspected and accredited by two UK government-regulated training authorities: Pearson Edexcel and the British Accreditation Council (BAC).

WHAT TO EXPECT

Learning at ISOC is fun, stimulating and effective

- Classes are based on interactive learning not lectures
- Training is built on real-world skills, not abstract theory
- Courses are short and intensive, designed for busy professionals
- Content is updated to continually to reflect innovations in best practice
- ISOC Accredited Trainer Programme faculty are top industry professionals, not academics

ISOC courses are fun, stimulating, interesting, and designed around practical skills that you can put to work straight away



International School of Communication

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