



Handling the
Media in a Crisis

**SHORT COURSES
FOR PROFESSIONALS**

Handling the Media in a Crisis



Course overview

Handling the Media in a Crisis is a one-day advanced-level crisis media communication course. It covers how to engage the press during a PR crisis and how to take control of communication in the crucial early moments after a negative news event.

You will learn to activate crisis systems quickly, develop positioning on the fly, take charge of the news media, and manage the online space. Training includes videotaped crisis TV interview coaching.

LEARNING OUTCOMES

After this course, you will be able to:

- Manage your organisation's communication during and after an event that threatens its reputation
- Create crisis messages, positioning and response tactics response rapidly and decisively
- Engage confidently with journalists and in online social media at the height of a negative news crisis
- Represent your organisation effectively even in the most challenging of crisis interviews

Who should attend?

This is an advanced-level course designed for learners in senior roles, aspiring to mastery and innovation. Learning is pitched at a level to help you to synthesise best practice and direct strategic implementation. This course is recommended for anyone who may be involved in the media and online communication response to a crisis affecting their organisation, either behind the scenes or as a spokesperson.

Course agenda



The Golden Hour

This module covers how to seize the opportunities and set the agenda in the crucial early moments after a crisis event.

- Enabling factors for rapid response
- Realities of crisis response: prioritisation
- Integrating communication with operational responses
- Holding statements and social media

Crisis positioning

This module covers how to create and deploy effective and appropriate core messaging for negative news events.

- Universal principles of crisis messaging
- Proforma positioning
- Techniques for rapid message development
- Message development workshops

Handling the media

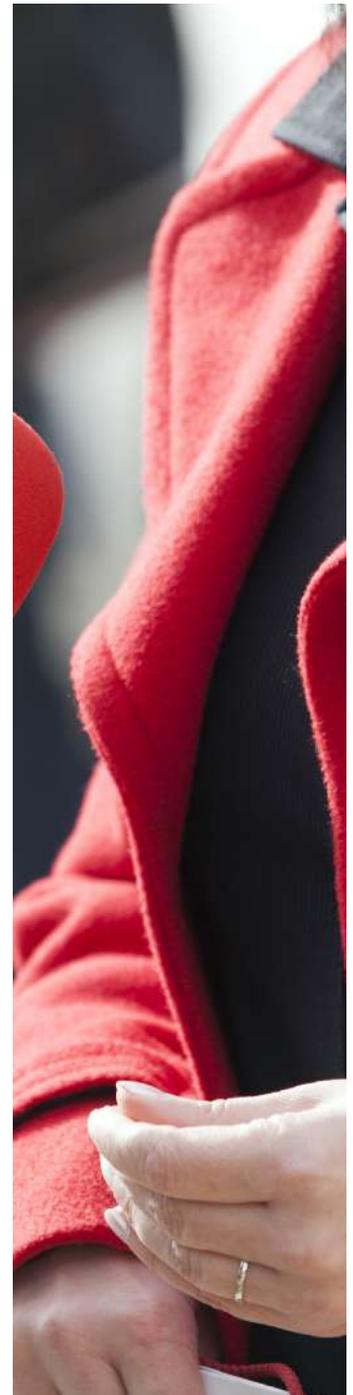
This module covers how to engage with the press in the high-pressure scenario of a reputational crisis

- How journalists cover crises
- Understanding crisis story templates
- News dynamics in a crisis
- Crisis media workshops

Crisis media interviews

This module consists of best practice briefing followed by individual practice and coaching in simulated on-camera crisis interviews.

- Crisis media training
- Handling difficult questions and high-pressure interviews
- Media interviews under pressure
- Role play practice



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 senior industry professionals

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



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