

Crisis Management (Advanced)

Crisis Management training is designed for individuals or businesses who want to come across confidently and strongly with the right messages should they find themselves in a media storm. Designed to put you through a number of appropriate but challenging scenarios, you will quickly learn how to think on your feet, under pressure and take control of the situation with the ability to turn a negative story into a more positive one.

Benefits of the course:

- Take control of the situation by thinking clearly about the best approach to take when dealing with the media in a crisis situation.
- Craft strong sound bites using your core messages and learn to stick to them so as not to stray into uncharted waters
- Use both verbal and non-verbal communication to get your message across with passion and conviction
- Learn about the traps that journalists set and how to avoid them
- Be prepared, confident and ready to handle any crisis or negative media intrusion in the future
- Use role play, discussions and exercises for effective and long term learning
- A reminder about the lessons learnt from a DVD showing their achievements from the course

Contents:

What is the story?

- Understanding what the media wants, exploring good and bad media interviews and should you always say 'yes' to an interview

Creating strong sound bites:

- Creating attention grabbing messages and crafting useful sound bites for the media. Learning to deal with different types of interviews and how to get out of difficult situations

Winning vocals and body language:

- Mastering the art of verbal and non-verbal language and the importance of looking the part for the broadcast interview. Tips for improving your vocal delivery and how to build rapport with the interviewer and the audience

Dealing with the interview:

- The key to answer every type of question well, is "I don't know" a good answer? How to deal with awkward questions

Thinking on your feet:

- Thinking on your feet... or in the hot seat! Handling the pressure and the importance of crafting and building your reputation for the right reasons in the media

