

## Crisis PR and Media Training

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This Continuing Professional Development (CPD) course is realistic and relevant to the real world of media crisis management and will help you stay in control. Every day we see companies in crisis and managers at the mercy of the media due to product recalls, accidents and scandals. This one-day course will not only provide you with the necessary skills to deal with potentially negative coverage, but hit the headlines for all the right reasons.

This media crisis management course will be delivered by award winning journalists who are also trained professionals in reputation management, crisis PR and presentation skills. They have over forty years' experience and will provide expert guidance, practical solutions and presentation skills so that organisations can shine in the glare of media attention and stay calm under pressure.

### Overview

Having the necessary skills to handle the media in a crisis is vital if you want to promote and protect your company's reputation. A crisis mishandled can prove extremely damaging to your business.

Finding yourself in the middle of a media meltdown, knowing what to do and how to think on your feet will help you to both promote and protect your business. In this fast-moving world of news reporting it is imperative senior spokespeople are professionally trained to handle press interviews and equipped with the skills necessary to limit the damage of a negative story and maintain 'the message'.

### What's on Offer

- Media crisis management sessions are held in our broadcast studio headquarters in the heart of Manchester using state-of-the-art equipment.
- Our award winning journalists are experts in their field and have a proven track record of success advising the FTSE100 top companies in the North West, the public sector and smaller organisations on effective reputation management.
- A unique insight into tough questioning techniques and how to deflect and protect your company's reputation in a media crisis.
- Our media training courses give everyone who is likely to deal with the press the skills, knowledge and confidence to handle enquiries and interviews positively.
- Expert trainers will advise how to structure effective key messages and develop a powerful communications and crisis management strategy.
- Media training sessions are realistic and relevant to the real world of reporting and will help you stay in control of a crisis.

- Every delegate will receive a training pack, which acts as a guide throughout the training course and as a reference tool for the future.
- Each delegate will receive a DVD of their TV interview, a follow up evaluation critique and a certificate of participation.

### **Tutor Information – Paul Lockitt**

Paul Lockitt is Key103’s Chief Training Consultant and Breakfast News Editor with twenty years’ experience in broadcast journalism at Bauer Media, Sky Sports and Granada TV. In addition, Paul has vast experience as a University Lecturer and Media Skills Coach.

He has won the Sky ITN National News Broadcasting Award no less than five times, has been honoured for his talents at the New York Radio Festival and the UK 02 Media Awards. On numerous occasions, Paul has been nominated and awarded the industry’s most prestigious Sony Radio Award for Journalism.

Paul is in huge demand to host broadcast lectures and media training sessions. He is a specialist in delivering, presenting and voice coach training in higher education, the public and private sectors. Paul also has an enviable reputation for chairing public question and answer sessions with high ranking politicians including Prime Minister David Cameron and former Prime Minister, Gordon Brown.

### **Delegates and Agenda**

This workshop has been designed for criminal justice practitioners, organisations wishing to understand more about the criminal justice system, and professionals within local bodies who have to work with CJS but require a more solid understanding of how each department works together.

	<b>Morning Session</b>
<b>9.30</b>	Coffee
<b>10.00</b>	<p>Course Introduction for the workshop including an overview of the day and its objectives</p> <ul style="list-style-type: none"> <li>• A. An introduction to how the media operates, looking at their objectives, deadlines and priorities, from TV, radio and the press.</li> </ul>

	<ul style="list-style-type: none"> <li>• B. 'Trial by Media' - how news reports can influence public opinion and the impact a 'bad news day' can have on your business and reputation.</li> </ul>
<b>10.15</b>	<p>Bad News Days - an interactive video presentation using recent examples. Discussion and critique of the news-maker's performances, including:</p> <ul style="list-style-type: none"> <li>• A. Tackling the media 'scrum'</li> <li>• B. Getting caught in a media ambush</li> <li>• C. Performing at the press conference</li> </ul>
<b>10.40</b>	<p>Crisis News Statements</p> <ul style="list-style-type: none"> <li>• A. How to prepare a news holding statement</li> <li>• B. Presenting in times of crisis - do's and don'ts when speaking in public under stress</li> <li>• C. Teams present their Statements to the gathered 'press pack'</li> </ul>
<b>12.00</b>	<p>Interview Technique' - Hints and Tips for meeting the media en-masse in Session Two</p>
<b>13.00 - 13.45</b>	<p>LUNCH</p>
<b>Afternoon Session</b>	
<b>13.45 -</b>	<p>Interview Technique' continued - Summary and Feedback</p> <ul style="list-style-type: none"> <li>• A. How to effectively manage those killer questions</li> <li>• B. Communicating the 'message'</li> <li>• C. Body language - how to walk tall and not trip over the tail between your legs</li> </ul>
<b>14.15</b>	<p>Turning Up the Heat - Press Conference Technique'</p> <ul style="list-style-type: none"> <li>• A. How and when to host a press conference</li> <li>• B. Conducting yourself in front of the media</li> <li>• C. Do's and don'ts, conveying your crisis strategy</li> </ul>

<b>15.30</b>	Press Conference Critique and Summary
<b>15.45</b>	Crisis Communication Plans <ul style="list-style-type: none"><li>• Reviewing the importance of having a pre-crisis plan in place to prevent time being wasted, reputations being destroyed and business being lost.</li></ul>
<b>16.30</b>	Questions and Feedback

### **Learning Outcomes**

This course will provide you with the knowledge and skills to protect your business, reputation and stakeholders, including:

- A unique insight into tough questioning techniques and how to deflect and protect your company.
- The importance of developing a powerful communications management strategy.
- Help shield your organisation from a four-pronged attack by TV, radio, print and social media.
- Understanding how the media operates and use it to your advantage.

**If you are interested in learning more about this one day Crisis PR and Media Training or other courses available, please contact us on 0845 431 0433 or [cpd@salford.ac.uk](mailto:cpd@salford.ac.uk)**