

Crisis Management

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Realism is the watchword as we devise a crisis your organisation could face

In this scenario-based session spokespeople and senior managers are coached through every step of a breaking news story. By its conclusion delegates will have developed the techniques to remain composed and in control as they face intensifying media interest. They will also have developed strategies to protect - and even enhance - the reputation of their organisation at a critical time

Illustration of a full day crisis management session which can be adapted to suit your particular requirements

Scenario is introduced - brainstorm on threats to reputation
Emergency briefing: essential first steps in handling the media in a crisis
Small group coaching on maintaining control in interviews
Protocols for press conference and writing an opening statement
Simulation 1: Press Conference- filmed
Playback and action planning
New development to scenario is introduced
Small groups work on refining key messages and test them with trainers
Simulation 2: One to one studio interview - filmed
Individual feedback
Coaching in handling hostile guests and phone-in protocols
Simulation 3: Discussion with hostile guest and phone-in
Plenary, action planning
One to one feedback and explanation of aftercare



Chris Jameson and Tony Prideaux

“You’ll experience a media storm and find out how to handle tough questions in a fast-changing scenario”



We’ll turn a meeting room into a studio

A full portable studio including lights and experienced camera operator means you’ll experience the pressures of going live. Alternatively we can source city centre studios

You’ll benefit from the services of two trainers

It means you’ll be subjected to different interview styles and receive substantial one to one feedback from BBC-trained experts

The scenario is designed to match the requirements of your organisation

We’ll work with you to customise every part of the day