



# CRISIS COMMUNICATIONS MANAGEMENT

The Critical Component to Reputation Management



**Duration:** 1 Day

**Maximum Attendance:** 8

**Format:** Extensive use of case studies group discussions, exercises and live camera work

**Description:** This training course has been developed to prepare staff at head office or at remote locations to face the news media as a spokesperson for the company after an accident or major incident. The modern news media is the international vehicle used to transport this information with speed and drama, but not necessarily with accuracy or analysis. Investors, customers and the public expect and demand that they will be kept informed. Properly prepared communications staff at corporate and local level can add significantly to the public perception of an organization following emergency, and help to protect its reputation and promote its recovery. This training provides the knowledge, skills and confidence to perform effectively as spokespeople. It is an intense exposure to the news media's role and the importance of preparations, messaging, technique and timing.

## Objectives:

- Identify why and how to communicate effectively following a crisis
- Discuss examples of good and bad communication strategies
- Prepare your crisis communications plan
- Recognize the role of modern social media during a crisis

## Course Content:

- Your role as a spokesperson
- Top strategies to remember when interacting with the media
- Audience identification and why you should speak to them
- Positively working with the media
- Managing media interviews
- Handling the media ambush
- Managing a press conference
- How to work with key stakeholders
- How social media can become a crisis
- Using social media positively during the crisis

## Additional Training Information:

- This training includes interview practice with live camera and sound

## Further Information

If you would like to know more about the Crisis Communications Management and how it can complement your existing emergency plan please email at [kenyon@kenyoninternational.com](mailto:kenyon@kenyoninternational.com) or contact any of the Kenyon worldwide offices.



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