

crisis media training

help before you need it most



The Bridge Group is a PR Week Top 150 design, marketing and communications agency, and a Top 10 public sector consultancy. Clients choose us because they need to make something happen.

Things like creating a new brand; getting better media coverage; increasing customer satisfaction through campaigns; and communicating clearly with staff and stakeholders through change. Or if the worst happens, we can provide crisis PR support.

The current economic climate means that it has never been so important to protect your brand. And that means making sure that your key people are clued up on reputation management.

The Bridge Group offers tailored media training solutions to suit your organisation's needs, business objectives and budget.

Examples of training sessions that we deliver include:

- **Strategy** - analysing opportunities and risks facing your business and developing local, regional and national media profiles
- **Interview skills** - including preparations for media interviews and briefings and executive support prior to broadcast work
- **Coaching** - one-to-one training for press officers and 'what makes news' for front-liners



- **Copywriting** - how to write a resident newsletter, writing skills for technical staff
- **Capacity building** - media liaison for community spokespeople and advice on developing resident newsletters
- **Photography** - making the most of photo opportunities.

We believe in developing a training event which meets the individual needs of your organisation. All our prices include a meeting with your team to determine what you want to get out of the training, how we can deliver it, and how we can measure success.

However, to provide a sample of the type of things we can cover, this is a course that we regularly deliver to clients.

Remember, we can use this as a basis and tailor it to your needs - this is merely illustrative to give an indication of content, timing and cost.

Crisis media training

What: A half-day session for non-communication staff who could be expected to deal with the media if a crisis or negative media enquiry occurred. Likely to benefit senior management and above. Also media cynics who communication teams would like to get on side.

Designed to give delegates the skills needed to handle difficult interviews, an understanding of the options available when a media crisis occurs, the confidence to represent the organisation and knowledge to prevent a media crisis occurring if something has gone wrong operationally but the story has not broken.

Who: Up to six participants per half-day. Also can be one-to-one

How: Via an informal presentation and practical interactive sessions with a cameraman and trained broadcast journalist

Why: The objectives of the course will be to:

- Enable delegates to effectively, and confidently, handle print (face-to-face or phone), radio (phone or studio) or television interviews on negative issues
- Teach delegates about the lifecycle of a media crisis, and how the organisation can stop the 'tipping' point or help reach the end of the cycle if the crisis is in flow
- Develop an understanding of the importance of reacting quickly, not passing the buck and the consequences of no-comment

- Help delegates identify what their key messages are in a crisis, and give them the skills to get these messages across in an interview
- Improve awareness of how to handle difficult questions, including those delegates have no answer to or an answer they do not wish to give
- Boost the chances of a potential media enquiry not developing by developing an understanding of what might interest the media and
- Provide techniques for preparing for interviews, and dealing confidently with aggressive questioning

Costs

Half day session at your offices for up to six delegates
£1,220

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