

Incident Response Media Training

The PR PERTH media training program is aimed at up-skilling executives to handle difficult issues and unwanted media attention with greater confidence, especially during a major incident which threatens your business continuity and reputation.

The tailored media program utilises an approved incident scenario specific to your company to assess your preparedness and how you might respond to an anticipated surge in stakeholder and media attention.

The program includes on-camera interview simulations which place spokespeople under realistic pressure. The outcomes help identify areas for improvement in your company's incident response communications as well as opportunities to fine-tune company messaging.

The workshop

PR PERTH Incident Response Media Training is a half-day workshop covering:

Part 1

- Are you prepared for a major incident? Crisis communications planning
- The incident – approved company scenario to focus stakeholder and media response
- What do you do? The critical first hour following the incident
- What do the media do? What they want and how will they report to the incident
- How do your stakeholders react? Keeping them informed
- Industry case studies.

Part 2

- Dos and don'ts when dealing with the media
- How to design and deliver effective messages
- Techniques to control the flow of interviews and media conferences
- How to stay on message
- Preparing for the media conference.

Part 3 (2-3 participants)

- Individual on-camera interviews / simulated media conference for company spokespersons.



Part 3 includes a minimum of two on-camera interviews for each spokesperson responding to the incident scenario. Interviews will be reviewed and critiqued for tone of voice, body language, message delivery and interview techniques. There is no limit on the number of staff attending Part 1 & 2.

The workshop includes:

- Preparation of company specific presentation materials
- Workshop facilitator
- Camera operator and equipment
- Download and delivery of video files.

**For more information on PR PERTH Incident Response Media Training please contact
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