



## You can't hide



We have all seen the headlines: from share price slumps, natural disasters and human errors to company mergers and acquisitions, shock resignations, sackings and scandals.

Whether you are a publicly quoted company, private business or government agency, at some point every organisation is faced with bad news and has to deal with an internal or external crisis. Daunting at any time, but magnified in intensity when it attracts media attention.

It is impossible to hide from the media when a crisis breaks – they will be knocking at your door as it happens and reporting it on TV, radio and online.



## Why do you need crisis media training?

In today's 24-7 world of broadcast and social media the way people respond when a crisis hits can be the difference between an organisation being able to restore or maintain its reputation quickly or face months or even years trying to rebuild it.

In the event of a crisis the media become even more demanding than usual so the importance of being prepared and being able to perform competently and confidently in front of a camera or on radio could not be more acute.



## What will you learn?

The PS Programmes crisis media management training will help you and your organisation:

- Understand the importance of planning and being prepared for a crisis
- Appreciate the imperative of acting swiftly
- Master the art of thinking on your feet
- Understand the rules of engagement with the media
- Learn how to handle hostile interviewers and guests
- Turn adversity into an opportunity
- Build relationships with journalists
- Avoid the dangers of poor comment, no comment and ill judgment
- Perform persuasively with conviction, poise and purpose in interviews
- Remain in control, while not appearing arrogant

## Why PS Programmes?

PS Programmes design bespoke crisis media management training to suit your budget and requirements.

Our expert team of coaches and journalists take a role-play approach to recreate realistic crisis scenarios relevant to your business. Each scenario we develop is tailored specifically to your organisation's needs and reflects situations and challenges faced in real life.

We will work with your communications department, press office, media team and/or PR agency prior to the training to plan and maximise the effectiveness of the time you spend with us.

The training includes interview practices, filming, playback, coaching, feedback and mp3/mp4 files of each performance. In addition, we can also provide further support after your crisis media management training if needed.



## Location Location Location

The training is usually delivered at TV and radio studios in Central London so you can experience exactly what it's like to be in front of the cameras and behind the microphone.

If you have suitable available space at your premises, we can mock up a TV and radio studio on site with our own cameras, lighting and editing equipment. Alternatively we can source a studio local to you.



## Who Should Attend?

When considering who in your organisation should attend the crisis media management training, it is worth considering the escalation process of a breaking news story.

If the media get the facts wrong or a story is of little real significance, it's likely that your press office or media spokesperson will be able to handle a response effectively. If the story has more substance or is more complex however, it may be appropriate for someone with more specialist knowledge to be presented to the media. And of course, if there are significant business ramifications then a CEO, senior board member or chairperson would need to step up.



In short, anyone who may be called upon to publicly represent your organisation in a crisis would benefit from attending crisis media management training. Job roles and teams the training will be most relevant to include:

- Senior management
- Executive directors and chairpersons
- Management teams
- Media spokespeople
- Press officers, marketing and communications professionals

To make sure that everyone who attends the training has enough time to practice and receive constructive feedback from the PS Programmes team, we recommend a maximum of four delegates from one organisation per training session. (If required we can accommodate up to six delegates).

## Action!

In today's 24-7 news environment a crisis can occur and be reported to the world within minutes or even seconds. By having some of your senior people and communications teams trained in managing this type of event, your organisation is more likely to emerge confident, capable and intact should a crisis occur.

The PS Programmes crisis media management training will enable you to handle any media crisis professionally with care, compassion, competency and control.

Contact us now to book your crisis media management training.