

## MANAGING A CRISIS

*Responding quickly and effectively  
to protect your reputation*

### INTRODUCTION

This session will allow you to manage your most valuable asset: your reputation. This full-day session, which combines theory and practice, significantly improves communication skills and performance in times of crisis. The simulations and scenarios will be designed and adapted to the challenges facing your organization, while also taking into account the experience level of the participants. The degree of difficulty will increase successively from one simulation to the next (both in form and substance) as the session progresses. All our courses are tailor made according to the specific challenges faced by your organization.

### OBJECTIVES

- Develop and perfect skills for managing the media in a time of crisis.
- Understand the mechanics of an interview.
- Gain skills in formulation and articulation of messages, regardless of platform.

### APPROACH

Mix of theory and practice

### STEP 1

**Simulation 1:** Reference interview filmed for an initial evaluation. From the outset, the interview (or if necessary a scrum) will serve as a basis for subsequent training. But before viewing your preliminary efforts, let's look at theory ...

### STEP 2

#### Theory

- Definition of a crisis and management of issues and trends in crisis situations
- The digital media ecosystem
- Journalistic behaviours, attitudes and needs in the digital age
- Responding to media requests (regardless of media platform)
- The art of developing messages
- Bridging: how to stay on message
- Tips: dos and don'ts
- Body language

### STEP 3

Screening, review and analysis of first interview. Work on messaging.

**Simulation 2:** "Live recorded telephone interview"

Screening and analysis of simulation 2

**Simulation 3:** The "clip chase" with handheld microphone

Screening of simulation 3

**Simulation 4:** "Television double-ender"

Screening and analysis of simulation 4

### CONCLUDING REMARKS AND POST-MORTEM

Review of essential elements of the training session.

# N | SCHEDULE\*



<b>9:00 a.m.</b>	<b>Introductions</b>
<b>9:20</b>	<b>Simulation 1 –taped 3-5 minute reference interview</b>
<b>9:45</b>	<b>Theory presentation</b>
<b>11:30</b>	<b>Screening and analysis of first interview</b>
<b>12:00</b>	<b>Lunch and watching examples</b>
<b>12:30</b>	<b>Work on sharpening messages</b>
<b>1:00 p.m.</b>	<b>Simulation 2 – taped 3-5 minute telephone interview</b>
<b>1:20</b>	<b>Screening and analysis of simulation 2</b>
<b>1:45</b>	<b>Simulation 3 – taped 3-5 minute “Clip chase” by insistent reporter</b>
<b>2:10</b>	<b>Screening and analysis of simulation 3</b>
<b>2:45</b>	<b>Simulation 4 – The “double ender” 3-5 minutes</b>
<b>3:15</b>	<b>Screening and analysis of simulation 4</b>
<b>3:30</b>	<b>Summary and conclusions, distribution of NATIONAL media-guide</b>
<b>4:00</b>	<b>End of session</b>

\* The training can be provided in a half or full-day session.