

MANAGING A CRISIS

A dynamic mix of theory and practice will significantly improve your skills and performance when dealing with the media in a time of crisis. Our sessions are developed by communications practitioners, and every session is customized to reflect the risks that could threaten your organization's most important asset: its reputation! We will assess your organizational and individual digital footprints. The degree of difficulty will increase as the session progresses. Interview simulations can be conducted in both official languages.

OBJECTIVE

Develop skills for managing the media in a time of crisis. Understand the mechanics of an interview, so you can confidently get your message across—regardless of platform. Defend your most precious asset: your reputation!

APPROACH

Mix of theory and practice

STEP 1

SIMULATION 1: Videotaped diagnostic interview

DEUXIÈME ÉTAPE

THEORY

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

STEP 3

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

SIMULATION 2: "Live radio interview"

Screening of simulation 2

SIMULATION 3: The "clip chase"

Screening of simulation 3

SIMULATION 4: "Television double-ender"

Screening of simulation 4

Concluding remarks and post-mortem:

Summary of essential elements and review of media guide. A brief written post-mortem will be issued (if needed) in the days following the session.

N | SCHEDULE

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