

## *crisis* Media Training

The Crisis Media Training program teaches participants how to communicate in a crisis.

**PROGRAM TYPE**

Full-Day Program

**PROGRAM CODE**

CMT

**NUMBER OF PARTICIPANTS**

4-12

**SESSION LENGTH**

1 full day from 8:00am to 5:00pm

**ALISON WE NEED A QUOTE**

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**AUTHOR**

## THE BENEFITS

- Bad things happen to good companies, so it's better to prepare for the crisis BEFORE it occurs. Real world, business-specific scenarios are created to put participants through the steps of an unfolding event while they manage the pressure of media inquiries and internal protocols. Decisions are made around information sharing, and the key crisis communication principles (CLEAR) are tested: empathy, leadership, engagement, accountability, and response in message and action.
- Key leaders for customer/stakeholder facing assets must undergo crisis training. Effective crisis communication is about getting ahead of the message (in the first hour of the incident) and shaping the story in all forms of media. The brand may sustain the crisis, impact on operation, business continuity, and shareholder value if the messages are CLEAR and timely. Organizations without an effective and practiced crisis communication plan may crumble under the weight of minor incidents; in the absence or confusion of information, stakeholders assume the worst. Day two, professional on-site videographers record all coaching and on-camera exercises. Participants leave with a personalized USB of their work and coaching.

## THE NEEDS

- Bad things happen to good companies. Every contributor in the enterprise requires periodic crisis communication training to protect the brand and convey - with care and concern - the company's commitment to people, the asset, and the environment.
- Effective crisis communication protects the brand, impacts license to operate, manages community reactions, and fortifies shareholder value.
- Stakeholders (competitors, partners, NGOs, employees, host governments, and the community at large) need to know immediate actions and cooperate the efforts the company is taking in a time of crisis.
- All of your stakeholders are involved in the conversation through traditional media, citizen journalism, and community conversations. Lack of participation forfeits the company's opportunity to shape or angle the stories and conversations covered about the crisis.
- Every form of media (traditional and otherwise) are hungry for information about your crisis response. The competition for coverage is relentless. Well-trained, nimble teams of leaders and professionals must practice and hone skills with outside-the-corporation voices and sources to prepare for the actual media and community encounters.
- Varying degrees of regular crisis training is a requirement for every employee in the company.

## THE CHALLENGES

- Full-day training programs are a luxury, and coordinating schedules is an enormous challenge.
- A real-time emergency or crisis situation could circumvent a program, and time/ investment would be wasted.
- New, relevant training models are needed to provide and hone media engagement skills.
- Budgets are tight. In-person training is a high ticket item and requires layers of effort to coordinate, including room reservations, catering, security access, travel and lodging expenses, etc.
- Team members take liberties and make assumptions with information which is not appropriate to share through the media or with key influencers.
- Employees have “blind spots” around message discipline and potential communication (over-sharing) pitfalls in a crisis. Sensitivity to the editorial process and social media is a must.

## THE SOLUTION

- This full-day program may accommodate a larger, cross-functional group (up to 22 people) for the table-top exercises and message development collaboration, as the crisis WILL escalate.
- Participants receive the customized crisis scenario the day before, allowing them to formulate messages and plan for the in-person training component of the workshop.
- The team will engage with trainers who have time-tested crisis (social) media.

## THE DAY BEFORE THE IN-PERSON TRAINING

Participants show up the day before for a brief interview on the scenario provided the night before.

- Each person is asked several questions by the trainer/reporter: What happened? Is the community safe? Should we be worried? When will this be over/cleaned up?
- No counsel or query about preparation is asked of or given to the participant. They're on their own in this mock interview!
- Using the range of answers given by participants, the AC team creates a short video to show at the beginning of the workshop the next day. The video demonstrates the importance of preparation and message consistency.

## THE DAY OF THE IN-PERSON TRAINING

- Participants break into smaller, cross-functional “teams” for table-top exercises to assure each individual contributes.
- The group deploys methodologies and best practices (learned in the online modules) to collaboratively create appropriate messages for each crisis escalation.
- Participants take turns with media engagements. The following formats are simulated: news radio, streaming/Skype, live TV, and print (Internet). Conversations with key community influencers (elected officials, tribal leaders, or community advisory panel members) are also simulated.
- Face-to-face simulations focus on active listening, asking exploratory questions, answering with empathy, demonstrating accountability, and taking responsible actions.
- Strategically planned social media injects “disrupt” the session and force the team to think on their feet and garner appreciation for real-time message development and delivery in a high-pressure situation.
- Every person is challenged to keep messages simple for internal and external consumption.