



Media Training

Additional Information



Who should undertake this training?

This workshop can be run for an individual spokesperson or a small group (4 – 6) of your organisation’s designated key communicators and spokespeople, especially those with responsibilities under the organisation’s crisis communication arrangements. It suits participants who:

- Are designated as an official spokesperson to speak on the organisation’s behalf.
- Have authority to make decisions about external/public communications, including with media representatives and across social and other digital media platforms.
- Have pre-existing communication experience, expertise, or formal qualifications.
- Are accountable and/or responsible for the organisation’s reputation, brand, internal and external communications.

Knowledge and skills obtained from this workshop.

This workshop is designed to develop participants’ knowledge about:

- The media’s role in disseminating information
- Crisis communication skills and tools
- Liaising with media representatives
- Requirements for different media channels (local, regional, and national):
 - newspapers
 - magazines
 - radio
 - television
 - social and other digital platforms
- The organisation’s crisis communication plan (or other applicable policies/procedures/protocols).



In this workshop, participants will develop/enhance skills to:

- Identify and communicate effectively with stakeholders, media, and the public.
- Identify and counter threats (actual and emerging) to the organisation's integrity, brand, values, and reputation.
- Demonstrate visible leadership in stressful situations.
- Apply attention to detail
- Communicate facts in a fluent, clear, and interesting manner
- Empathise with victims and operational personnel
- Liaise with media and other organisations' communication personnel/key contacts.
- Present for media and public speaking interactions
- Retain professionalism under duress
- Use any tools/resources provided by your organisation to assist in performing crisis communication and media liaison roles – these may include equipment, technology systems, guiding procedures and templates.

We encourage participants to discuss, apply and rehearse relevant aspects of the organisation's crisis communication plan (or other applicable policies/procedures/protocols) during the workshop.

Overall, we expect this training will increase your organisation's readiness to communicate effectively in a real crisis or incident using good practice principles and following your documented crisis communication and media liaison processes.

For further information contact us from the below options.

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