

Incident & Crisis Response Communication Skills

DAY 1

Orientating to Communication at The Time of a Crisis or Incident

- Key Principles of Crisis Communication and Incident Response
- An Overview of the Scope & Role of Public Relations
- Key Underpinning Concepts in PR
- What Makes a Crisis?
- The Importance of Reputation Management
- An Exploration of Stakeholders - Who Want to Know What Is Going On and Why You Must Communicate
- The Ethical Framework for Communication

DAY 2

Creating A Crisis or Incident Plan

- What is Crisis Management?
- Why do you need a plan and what should be in it?
- The Planning Process & Vulnerability Audit
- Alerting Procedures
- Response Structures - *A look at putting together the necessary systems, teams and facilities to meet the threat*
- Exercise High Roller
- The 20 Most Common Mistakes in Crisis Management - *Why do you need a plan?*

DAY 3

Media Management

- Media – *friend or foe?* A Journalistic Perspective
- What is News? Who are Journalists & What do they want?
- Media Management Strategies
- Media Relations
- Managing Stress
- Managing Filming and Photography

- Organising a Media Centre & Press Conference
- Leadership and The Role of A Leader

DAY 4

Communication Formats & Strategies

- Linking Timelines and Strategies in Communication
- News Releases, Holding Statements and News Statements
- Media Briefings and Media Interviews
- Media Interviews Exercise
- Other Media Environments

DAY 5

Social Media & Crisis Communication

- Orientation to Digital & Social Media
- Citizen Journalists
- Social Media & Crises
- Case Studies
- Ethical Issues with Social Media
- Final Exercise