



MEDIA MANAGEMENT IN EMERGENCIES



OBJECTIVE

This course aims provide the necessary skills and knowledge to successfully present the company's point of view to the media in an emergency situation.

EXPECTED OUTCOMES

This course trains individuals, supervisors and support teams to manage communications with the media during an emergency.

TRAINING STRATEGY

The course includes practical sessions in conducting media conferences and giving radio and television interviews. Participants learn through a mix of information presentations and practical interview sessions . A certificate of attendance is issued.



KEY SUBJECT AREAS

- Developing the company stance
- The nature of news
- What the media want
- The needs of the different types of media
- Preparing media releases and holding statements
- Being prepared
- Presenting and preserving the company image
- What information should and shouldn't be released
- Maximising communication with the media before, during and after a crisis or emergency

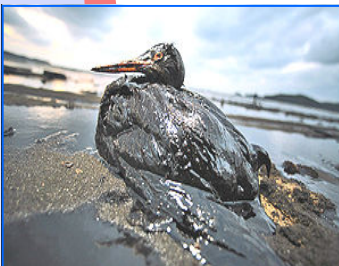


DESIGNED FOR

Public relations staff, external affairs teams, Company directors, Managers and anyone involved with communications with the media

DURATION

1 day



**Contact GES
for more information on
(08) 9473 2900**