



Managing Media and External Communications

Course Description

A 2-day seminar making extensive use of case studies and role plays, aimed at managers and employees who might be exposed to, or be called upon to communicate with external audiences, including journalists. This course helps participants understand the potential external audiences, prepare clear consistent messaging and deliver a professional response in a press interview situation.

Content Outline

Using extensive group work, personal experience and client-specific situations, the course will focus on the following areas:

- **Who are the external audiences of the organisation?**
- **Understand the media landscape**
- **What are your communications objectives?**
 - Clear consistent messages
 - Tailored to the specific audience and circumstance
 - How will you measure success?
- **What are the journalist's objectives?**
- **Handling issues**
 - Analyzing the situation
 - Create a plan
 - Check it's working
- **Defending the organisation on-line**
 - The growing role of the internet
 - Making the most of the web and the challenges it brings
- **Handling media**
 - Print, broadcast
 - Telephone interviews etc
 - Interview techniques and tips
- **Gaining intelligence from media coverage**

Take away benefits

- Understand the importance of planning – even for the unknown
- Reacting correctly to a specific situation and journalist
- Defending the reputation of the organisation
- Set up a best-in-class response team for crises situations
- Being prepared to handle media
- Understanding the importance of the internet in communicating with stakeholders
- Learning from past experience and mistakes