

MTI Reputation Management and Media Response Training

Advanced Media Awareness Course Outline

This Course is for all managers and more senior Company personnel who might come into contact with the media either as a spokesperson, participant in press briefings, or simply when attending a vessel. Participants are introduced to best media practices and asked to respond to media calls and intrusion at a time of crisis.

Where the basic course teaches participants to take calls and pass them to a company spokesperson or an established "Information Centre", the 'Advanced Media Response Course' starts the process of media engagement, by developing key messages and dealing with questions in a proactive way.

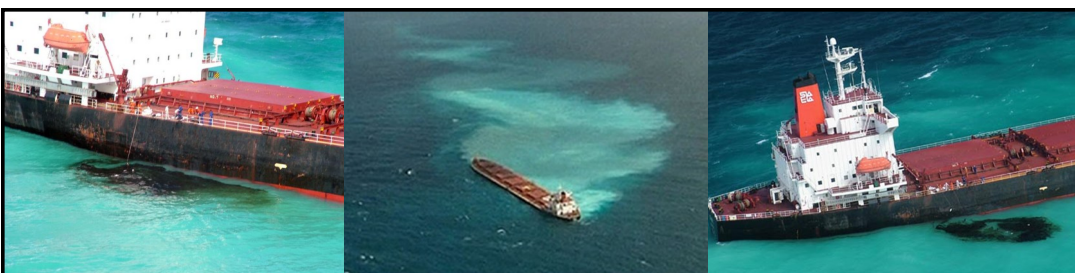


The course develops the concept of the "20 key question areas" that are of interest to the media and looks at ways of dealing with perception and reality in relation to these subjects. Setting the media agenda and the important technique of "bridging" are covered.

Participants are able to practice both on the telephone and on camera in a 'Down the Line' television interview, Doorstep or 'Face to Face' interview and 'Press Conference'.

All practical segments of the course are based around a tailor made crisis scenario specific to your area of business and technical operations.

Full Day Course for up to 8 persons. Course can be extended slightly to train additional participants (up to 10 only)



Course Structure

- 0930 – 0945** Introduction and Objectives
- 0945 – 1030** Discussion, presentation, examples.
Current media approach to shipping.
Citizen journalism and the new media landscape.
The ART of successful media response
The ‘20 Questions’ – Shipping’s FAQ.
Advanced media engagement techniques / Best practice.
Your rights in the studio.
How to prepare / key messaging.
- 1030 – 1045** Coffee break / Introduction to scenario
- 1045 – 1145** Breaking news. The telephone rings.
You know nothing? You know something?
How much do you say? How do you close the call?
- 1145 – 1215** Preparing for the “Down the Line” Interview.
Techniques / question areas.
- 1215-1315** **Lunch Break.**
- 1315 –1415** “Down the Line” Interviews. Individual interviews on camera.
Sound via earpiece and speaker for other participants to hear questions.
- 1415- 1500** Playback and critique of Down the Line interviews.
- 1500-1515** Coffee Break: Introduction to part 2 Scenario.
- 1515-1545** “Door Step” or “Face to Face” interview.
- 1545- 1615** Prepare for Press Conference.
- 1630- 1700** 12 minute press conferences (three persons on each) on camera.
- 1700- 1715** Critique of Press Conference participation.
- 1715- 1730** Round-Up and Conclusions.
- Course Ends.**

Course notes, certificates and a DVD are provided for client reference.

MTI Network 2010

