

MTI Reputation Management and Media Response Training

Basic Media Awareness and Telephone Training Course Outline

This course is designed as an introduction to the relationship between shipping and the media. Through the use of MTI case studies and contemporary maritime news stories, trainers will develop in participants an awareness of media interests and objectives and a solid understanding of best practise when communicating with the media during a crisis.

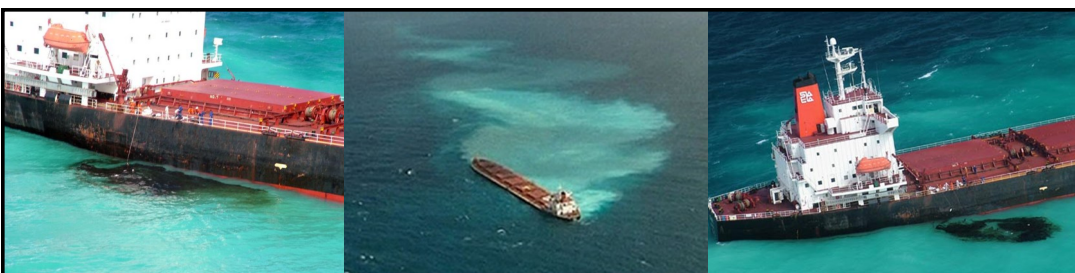
The issue of New Media (Twitter, Facebook, Blogs, YouTube) is also discussed with Company employees to develop an awareness of the shrinking divide between private and public domains on the internet. Guidelines are also offered to emphasise how employees can avoid their use of New Media forums coming into conflict with the Company's reputation management efforts.



The practical session of the course deals with handling aggressive media calls, 'door-stepping' and teaching participants how to effectively refer media interest to the correct company spokespersons / information centre.

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

Half day course for up to 15 persons. Course can be extended to a full day to accommodate larger numbers. Timings can vary to meet special interest areas or those of particular importance to the Company.



Course Structure

- 0930-0940** Course Introduction. Why professional media response is necessary in today's environment.
- 0940-1020** Media Awareness presentation and discussion. What are the imperatives in dealing with the media – plans and procedures necessary? How does the media programme relate to the Company's business and Crisis Management Plan? The model response. Establishing an information centre. Examples of crisis / media events in shipping.
- The New Media landscape and "Citizen Journalism". The impact of Twitter, Facebook, Blogs, You Tube. & MTI new media philosophy. The ART of successful media response. Discussion takes place during and after this talk.
- 10.20-10.30** **Coffee Break**
- 10.30-11.45** Briefing on Interactive Media Response. Transport and Logistics 20 Questions. Introduce scenario.
- Telephone Training segment. Taking calls in the office from media or relatives.
- Response 1:* If you know nothing of the incident being referred to.
- Response 2:* You know something but need to refer caller to your Information Centre or Company spokesperson.
- Response 3:* You engage the media
- All three responses are tested through live calls coming into the room with everyone having the opportunity to answer calls.
- Responses are analysed and discussed as appropriate.
- 11.45-12.15** Door stepping - An incident has occurred and as the employee leaves the office a camera crew step out and ask for an interview. How is this handled in a way which does not reflect badly on the Company's reputation? This is a very realistic segment in which participants are filmed and advice given on how to handle the situation.
- 12.15- 12.30** An opportunity for the more senior staff members present (Fleet Managers, Q+S team and Superintendents) to practise giving a short stand up interview on camera, based on the scenario.
- 12.30- 12.45** Playback of Door Step and Stand Up interviews. Lessons learned.
- 12.45- 13.00** Questions and Conclusion.

Times can vary in relation to special interests and depending on how the course develops.

