

Sample Programme

Half day course for up to 20 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.

Here is the general timetable plus activity:

- 0930-0940** Introduction. Why professional media response is necessary in today's environment.
- 0940-1020** Media Awareness talk 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 Crisis Management Plan, Port State Control issues, and the ISPS Code? The model response. Establishing an information centre. Examples of crisis / media events in shipping.
The new media landscape and "Citizen Journalism". The impact of U-Tube, blogs and personal logs. 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. Shipping's 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** 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

MTI Network. January 2008.

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