



## AMCTO's Corporate Training

# Communications and Media Relations in a Crisis

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### 1-Day Workshop

Whether you live in a large city or a small town a crisis can bring international media attention as the world beats a path to your door. This customized experiential workshop is designed to take the mystery and fear out of working with the media by learning how to be prepared before the media calls and how to manage your message in a crisis situation.

#### **What You Will Learn:**

- Manage a crisis with a well-planned media and communications strategy
- Be prepared before the media call with key messages and a media plan
- Build strong relationships with key editors, news directors and reporters
- Incorporate social media into your crisis media relations
- Learn “bridging techniques” to keep interviews on track
- Practice with individual interviews and how to prepare BEFORE the interview
- Review key issues and discuss possible ways to address them with the media
- Establish an emergency media command centre workspace and scheduled news briefs
- Coordinate with other communications staff across industries or jurisdictions