

CRISIS COMMUNICATIONS



This interactive one-day course teaches participants how to deal with all aspects of Crisis Communication during an emergency or large-scale event. The course covers the following topics:

- Dealing with Traditional Media Outlets
- News Conferences – how to plan an effective news conference
- Media Releases – how to prepare appropriate media releases
- Social Media – the “good”; the “bad”; and the “ugly”. Real examples demonstrate how social media can both help and hinder operations
- Interviewing – live on camera practical exercises
- Interactive Media Scenarios – how effective Crisis Communication can make or break the public’s perception during an emergency
- Media Relations – how to handle media during the “what if...?” questions

Helping you and your team be prepared for any situation.

Participants of this course will come away with the ability to confidently respond to the public and the media in stressful situations. This course is designed to be interactive with use of multimedia tools to keep your team engaged, including:

- On camera video interviews.
- Use of video examples to show your staff importance of communicating during and emergency.
- The use of social media examples.
- Exercises to allow your staff actually perform duties.

The day ends with a mock press conference with a scrum and an interview panel where participants can demonstrate the skills they have gained throughout the day.

Course Outcomes:

Following the course your staff will have the ability to:

- Deal with the media and the public with confidence.
- Use social and traditional media to monitor and respond to public inquiries.
- Understand the importance of communicating during an emergency.
- Prepare spokespeople for media inquiries and interviews.
- Organize a press conference.
- Prepare organized and concise communications which are essential during the span of an emergency or large scale event.



To Register:

The Crisis Communications Course is offered by
Loomex Training and Consulting:

Registrations@Loomex.ca
705.775.5022

Loomex also offers training on the following topics:

- Emergency Management 101
- Emergency Exercises
- Airport Exercises
- Emergency Management in Aviation
- Emergency Exercise Design
- Scribe / Note Taking
- Human Factors in Aviation
- Public & Media Relations
- Municipal & Airport Emergency Exercises

Contact us to learn about our experienced trainers, interactive approach to teaching, and how we can tailor our courses to meet your needs.