



Media Response Training

Duration: 1 (One) Day

Course Objectives

The objectives of this one-day course, is to provide proficiency in media handling and crisis management. It is a roadmap on how to prepare for and control the crisis. It analyzes methods and tools for responsible persons, to acquire confidence and obtain important knowledge about media handling in an emergency situation.

The basic topics to be analyzed are:

- Introduction on Media
- Media Response & Shipping Industry
- Preparation to handle the Media
- Basics on Interviews
- Interview Guidelines
- Interview Tips
- Sample Scenarios
- Conclusions of the training

Emphasis will be given on:

- ✓ Definition and functions of public relations (PR)
- ✓ Basic principles of media management
- ✓ Interviews and press releases (Interview formats and techniques)
- ✓ How to work with journalists. On the spot interview, personal interviews, press conference
- ✓ Handling the crisis. Rules and valuable information
- ✓ Crisis communication Plan (overall strategy)
- ✓ Emergency public information plan and spokesperson
- ✓ Crisis communications and social media
- ✓ Preparation for the reality of interviews

Dissemination and Communication are critical for increasing the impact of the Company's Media Policy. Company benefits from having a team member who will be able to play an important role in Media Response. Furthermore, it should be Company's target that the response in an emergency to be characterized by calm and methodical execution of pre-established and well-rehearsed responses. Topics assisting the rehearsal of the responses are: Drills, Training on Mass Media Handling, Emergency Response Plan, Emergency Shipboard Situations, Reporting Procedures.



In addition, trainees, will gain knowledge of the key principles and current practices used in Media Handling such as:

- strengthening the communication skills
- developing comfort and confidence during interviews
- proving the difference between forms of media and their info needs
- not manipulating

Training Methods

Course provided by a highly participative combination of presentations, group discussions and sample scenarios.

Language

Lecture in English, Material in English

Certification

A Certificate of Training is provided to participants upon completion of the seminar.

Who should attend?

Course is of value to everyone whose duties involve participating in Company's "Emergency Response Team".

This course will also help senior shipboard personnel to understand the principles on Media Handling and avoid probable mistakes.

Instructor:

Position	Deputy Training Manager
Field of expertise	ISM, ISPS, ISO, MLC, MARPOL standards, Integrated Management Systems