



## Crisis Communications and Media Relations (BCP COMMS)

### Communications and media training for resilience professionals

**Duration:** 2 days of instruction (8:30 a.m. - 5:00 p.m.)

Certificate of Completion provided

16 Continuing Education Activity Points (CEAPs) may be awarded towards recertification if applicable

**Cost:** \$995.00

#### Description

Looking to strengthen your media skills? Wondering what to say and what *not* to say during the pandemic or during any other emergency or crisis? This two-day workshop covers everything you need to know to communicate effectively with the media in this “new normal” and beyond. Innovative and interactive, the workshop includes presentations, case studies, videos, open discussion, as well as group activities and exercises.

**SEE YOURSELF IN ACTION:** To help participants gain comfort in front of the camera, one-on-one interviews and a mock press conference will be held and recorded for in-class review, with clips provided to each participant afterwards for their own personal review and reference.

#### Objectives

At the end of this course, you should be able to:

1. Understand the importance of communicating quickly and effectively during an emergency
2. Know the top crisis communications tips and tools of the trade
3. Communicate more effectively, both internally and externally, during an emergency or crisis
4. Speak confidently to the media and public in various settings, including one-on-one interviews, media scrums, Zoom and other online interviews and press conferences
5. Pass the 20-question multiple choice exam

#### Outline

- Crisis communications principles, priorities, and fundamentals
- Communicating to and with the media
- The role of the media during a crisis
- Social media and emergency management
- The spokesperson’s role during a crisis
- Statements vs. news releases vs. press conferences
- Common mistakes when dealing with media



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- Media “traps” and how to avoid them
- How to handle a live interview
- How to handle a Zoom or other online interview
- How to handle a press conference
- Mock press conference exercise (offered during classroom training, not online)
- Exam/knowledge check (20-25 multiple choice questions)

\*\* The course also focuses on the new era of Emergency Management & Crisis Communications, including new and emerging cybersecurity, terrorism, civil unrest, health emergencies and other growing risks and associated crisis communications considerations.



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