

Working with the media can be stressful at the best of times – it is doubly so in a crisis

Media demands and the hunger for information

During a crisis the media will be more demanding than ever before and there will be an enormous public appetite for information. Social media means crisis reporting is virtually live, so you will have little time for calm reflection, for clearing facts with colleagues and planning responses.

It is intense and it is almost inevitable a crisis will strike your organisation at some point - be it a catastrophic product failure, financial meltdown, operator injury, fatality, fire or worse.

But you can prevent your crisis becoming a business ending or reputation destroying calamity.

How our bespoke training can help prepare you

Our practical and realistic journalist led training courses will give you the best possible preparation for an unexpected event.

We can show you how to better manage follow up interviews after a crisis or take you through a complete role-play scenario, with a crisis which builds throughout the day, dealing with constant media phone calls, putting together a statement, managing a press conference.

Our tutors, experienced current working journalists and presenters, will teach you to remain in control and to demonstrate concern and compassion while not seeming weak. They come from national, regional and local media and will ensure you are taught the most up-to-date and relevant skills for crisis communications, including managing social media.

What makes Media First different?

We will develop a bespoke scenario which reflects the situation and the challenges you could face in real life. And just like real life it will demand you know your stuff, can answer without stalling and can deliver the bad news as well as good.

Our scenarios are so realistic that many organisations use them to test their overall crisis plan.

“Media First offer a swift, thoughtful and tailored response to any crisis training - I have used their service for almost ten years and the quality of what they offer is second to none.”

Jane Appleton, Director of Communications, St Andrew's Healthcare

Next steps

Your account manager will work with you to understand your exact needs and, prior to any up front commitment, will start work on developing a bespoke course based on realistic scenarios. This could be a large group course, a one-to-one coaching session or perhaps a modular approach to training.

Individual courses start at £495 and group courses from £1,395 + VAT. We can deliver training at our [broadcast quality studios](#) in Reading, one of our affiliated studios, or your office anywhere in the world.

For more information please call 0118 918 0530 or e-mail crisiscomms@mediafirst.co.uk