

Crisis Communication

Overview:

This 6-hour intensive course taught by *Lt. (Ret.) Bill Davis will provide communication skills for professionals in the public/private sector to navigate crises effectively, provide strategic public messaging, develop proficient media relations, and safeguard organizational reputation. This training is beneficial for communication specialists, public information/affairs officers, public relations and marketing specialists, business leaders/owners, risk management professionals, human resources specialists, and legal specialists.



Learning Objectives: At the end of class, you will:

- Understand crisis types and how to manage them,
- Understand the media landscape and development of media relations,
- Be able to develop communication messaging, for both internal and external audiences,
- Learn the qualities of a good spokesperson,
- Be able to develop a crisis communication plan and understand the crisis communication stages,
- Learn how effective crisis communication can safeguard your reputation and stakeholder trust,
- Develop practical skills to conduct a press conference as you work with the media to inform the public.

Course Outline:

- **Part 1: Introduction to the Types of Crises.** We will discuss the types of crises, whether human-caused, natural disaster, technological, or public relations issue.
- **Part 2: Understanding the Media Landscape.** The news media is an evolving business with TV, print, radio, social media, and others who are hungry for news and information during a crisis. We will also discuss how to build relationships with your media partners.
- **Part 3: Who is Your Audience?** It is important to understand your audience (internal and external, partners and stakeholders) and how to communicate with each of them with confidence and poise during a crisis.
- **Part 4: Who is Going to Speak?** We will explore the characteristics of a good spokesperson, one who represents the business or agency well, displays credibility, and portrays empathy for victims of a crisis.
- **Part 5: What are You Going to Say?** The importance of prompt, accurate, and concise messaging during a crisis. Everything contributes to your message, not only what you say, but how and when you say it. We will also discuss various interview techniques.
- **Part 6: Crisis Communication Planning and Crisis Communication Stages.** Having a crisis communication plan in place BEFORE the crisis is vital. We will also discuss the stages of crisis communication (before, during and after).
- **Part 7: Conducting a Press Conference.** This Class Exercise will allow class participants to conduct a mock press conference to work with media partners to inform the public quickly and effectively during a crisis.

* Lt. Davis has extensive crisis communication and media relations experience, having served 21 years as a public affairs officer and broadcast journalist/photojournalist in the U.S. Navy and 13 years as a public information officer for law enforcement agencies.