

## **Managing communication in a crisis**

Participants will learn how to build a key message to a short space of time, how to handle the competing demands of the media and how to build a communication strategy under pressure.

**Does your organisation have to face media storms?**

**Do you operate in a sensitive field, with some negative media history?**

**Is your organisation able to manage communications when times are hard?**

This course will take a team of people through a crisis. At each stage there will be a media test, such as a TV or radio interview. Participants will learn both how to respond to media demands at a time of stress and how to communicate necessary messages internally.

