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Media Management in Crisis Communications

7 - 11 July 2024
Amman (Jordan)
ibis Amman

Media Management in Crisis Communications

REF: RC78 DATE: 7 - 11 July 2024 Venue: Amman (Jordan) - ibis Amman Fee: 3350 Euro

Introduction:

In the realm of crisis communications, the role of media management is paramount, serving as the frontline in shaping public perception and response during times of turmoil. This specialized field requires a delicate balance of transparency, accuracy, and strategic messaging to navigate the complexities of crises effectively. This program delves into the intricate strategies and techniques employed to harness the power of media channels amidst chaos, aiming to empower professionals to navigate crises with confidence and composure.

Program Objectives:

By the end of this program, participants will be able to:

- Understand the role and importance of media management in crisis communications.

- Learn strategies for maintaining transparency and accuracy in media interactions during crises.

- Develop skills in crafting strategic messages to shape public perception and response.

- Gain practical knowledge of utilizing media channels effectively to communicate during crises.

- Enhance crisis communication preparedness and response capabilities.

- Foster resilience and composure in managing media relations during challenging situations.

Target Audience:

- Communications professionals specializing in crisis management.

- Public relations practitioners responsible for media relations during crises.

- Corporate communications teams involved in crisis response and reputation management.

- Government officials and spokespersons handling crisis communication for public agencies.

- Media professionals seeking insights into crisis communication strategies and best practices.

Program Outlines:

Unit 1.

Understanding Media Dynamics in Crisis Situations:

- Explore the role of media in crisis communications.

- Understand the dynamics of media interactions during crises.

- Analyze the impact of media coverage on public perception.

- Identify key stakeholders and media channels in crisis situations.

- Learn the principles of crisis communication through media.

- Review case studies to illustrate effective media management strategies.

Unit 2.

Crafting Strategic Messages for Media Channels:

- Develop clear and concise messaging for media communication during crises.

- Understand the importance of transparency and accuracy in messaging.

- Tailor messages to different media platforms and audiences.

- Practice message development through simulated crisis scenarios.

- Incorporate stakeholder considerations into message crafting.

- Evaluate the effectiveness of messages in shaping public perception.

Unit 3.

Managing Media Relations in Crisis Scenarios:

- Learn techniques for engaging with the media during crises.

- Prepare spokespeople for media interviews and press conferences.

- Address challenging questions and inquiries from journalists.

- Handle media inquiries and requests for information effectively.

- Develop media response protocols and procedures.

- Conduct media training sessions for key personnel.

Unit 4.

Leveraging Digital Media and Social Platforms:

- Understand the role of digital media and social platforms in crisis communication.

- Explore strategies for utilizing digital channels to disseminate information.

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- Monitor and respond to online conversations and social media posts during crises.

- Develop crisis communication plans specific to digital media.

- Engage with stakeholders and the public through social platforms.

- Assess the impact of digital media on crisis management strategies.

Unit 5.

Evaluating and Learning from Media Responses:

- Analyze media coverage and responses during past crises.

- Identify strengths and weaknesses in media management strategies.

- Extract lessons learned and best practices from media interactions.

- Implement improvements and adjustments based on media response evaluations.

- Foster a culture of continuous learning and adaptation in media management.

- Develop post-crisis media debriefing processes to gather feedback and insights.