

ROSTRUM



ISSUES MANAGEMENT TRAINING

Executives have an 82% chance of facing a corporate disaster in any five-year period*. When an issue strikes, speed of response is key. We will help to prepare you to respond to the media and identify effective parties and the right communication channels to adopt.

Rostrums reputational management training has been designed to help businesses prepare for, react, and respond to crisis situations.

We work from an agenda bespoke to each organisation to provide a detailed day long course to help mitigate and manage a crisis. Our course will ensure you are ready to handle a media storm including tips on preparing for the worst, responding to the media, and delivering tailored messaging to your key stakeholders.

The full-day course also includes a practical 'live' crisis scenario response and a step by step guide to building an issues management strategy document for your organisation.

The sessions can be tailored to specific scenarios.

WHO SHOULD ATTEND?

This session is designed for marketing and communications professionals keen to understand steps to take in a crisis and how to plan for crisis scenarios.

TYPICAL DAY

(8 hours)

9am	Introduction and agenda
9:15am	Crisis types and the PR response The journalist agenda Language and delivery considerations
11:15am	Break
11:30am:	Social Media Issues management strategy pack
1:30pm:	Lunch
2:30pm:	Practical The Rostrum response
4:30pm	Conclusion and next steps

Rostrum offers a follow-up session to complete a specific issues management strategy document for your organisation.

Bespoke crisis spokesperson training is also available.

COURSE OUTCOMES

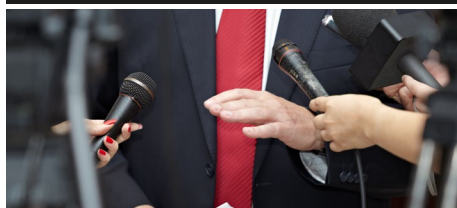
Participants will learn how to:



React and respond in the first 24 hours of a crisis



Recognise various crisis scenarios and how they impact a business



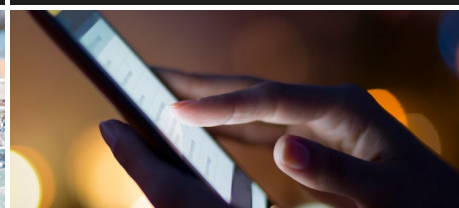
Be more confident responding to journalists



Appreciate the different news agenda elements and how the crisis could impact, or become part of a wider news story



Understand the communications response to internal and external audiences



Recognise and respond to social media content



Create a comprehensive issues management strategy pack



ABOUT GRANT

Grant Bather supports and manages businesses' media responses as they navigate adverse media scrutiny. He is a trained media instructor.

Grant is a former journalist and quoted spokesperson and has appeared live on BBC Radio 5Live and Sky News.

GET IN TOUCH

To book your place, call Grant on 07769 156 653 or email training@rostrum.agency.