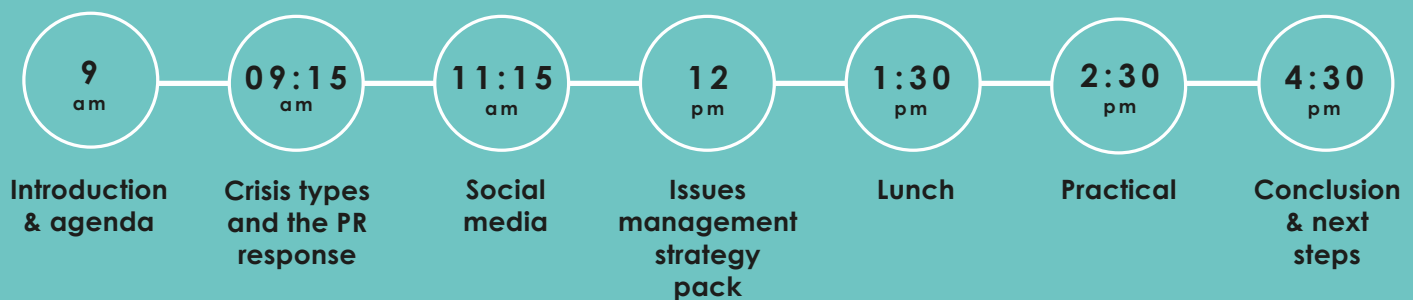# CRISIS MANAGEMENT TRAINING

The most realistic media and PR training in London

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 affected parties and the right communication channels to adopt. Rostrum's reputational management training has been designed to help businesses prepare for, react, and respond to crisis situations.

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.

Typical Day

9 am	**09:15** am	**11:15** am	**12** pm	**1:30** pm	**2:30** pm	**4:30** pm
Introduction & agenda	Crisis types and the PR response	Social media	Issues management strategy pack	Lunch	Practical	Conclusion & next steps

Course Outcomes

Recognise various crisis scenarios and how they impact a business	Be more confident responding to journalists	Recognise and respond to social media content	Understand the communications response to internal and external audiences	Create a comprehensive issues management strategy pack

Rostrum provides the most realistic media and PR training in London – with its coach, Grant Bather having unique experience as a journalist, a PR professional, and crucially a spokesperson. He also has extensive experience in dealing with crisis scenarios.His past employers and clients include small and medium businesses, as well as blue chip and Fortune 500 companies, including AT Kearney, Livingstone, Legal & General, Polar Capital, Signia Wealth, Virgin Money, Nest and Aviva Investors. He has been quoted in all of the UK national newspapers and appeared live on BBC Radio 5Live and Sky News.

Rostrum is an award-winning PR and content marketing agency, specialising in working with financial services companies, professional services firms and technology businesses around the world.

BOOK NOW

Call Grant on 07769 156 653 or email training@rostrum.agency

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* Oxford Metrica study 2010