

## *Crisis Communications*

### Overview

An indispensable progression from media training, this program focuses on developing a crisis communication plan and executive readiness. An essential “sunny day” program to take before a crisis hits. This highly customized training includes intensive role-playing and video practice to effectively prepare clients to respond to the demands of a crisis. Executives and PR leaders must learn how to plan for the unexpected, prepare timely responses to media inquiries and navigate a crisis with confidence and skill.

### Program Options

Crisis Plan Development/Review • Craft Key Messages  
10-Point Planning • Q&A Control • Review Rules for Media Engagement  
Credible Delivery Skills • On-Camera Rehearsals • Media Ambush Readiness

### Methodology

Full or half-day agendas follow a structured approach and results-oriented methodology. All sessions are tailored to meet the goals and skill-level of participants and can include any or all of the above program options. Our proven methodology ensures quick assimilation of each new skill, enabling our clients to immediately apply the tools and techniques from the training directly into their current situation. Each session is highly customized and always issue specific, based on client needs and experience.

- Understand the importance of pre-crisis planning.
- Identify roles and chain of command for your crisis response team.
- Develop a crisis communication plan to convey a more deliberate, less reactive, response.
- Establish a crisis communications center and control media access.
- Identify relevant key publics and communicate with each group credibly and persuasively.
- Craft key messages for internal and external audiences.
- Anticipate the “worst possible questions” and learn to respond using proven Q&A techniques.
- Handle multiple questions during a news conference, while keeping a firm hold on the media rules of engagement.

*You are what you take time to become.*

#### **About Communication Tactics**

Founded in 2002, Communication Tactics is a premier provider of corporate communication training and leadership development programs. We have been working with businesses and individuals nationwide for nearly three decades to build strong, confident communicators at every level of your organization.

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