

Emergency and crisis situations can occur out of the blue at any time so it is really important for every company to have a basic media strategy in place, even if you never need to put it into action.

We are pleased to share the details of the upcoming courses on handling the media effectively. The second course is specifically for the employees who are most likely to be involved with the press, both before, during and after an emergency situation, and in particular for the spokespersons.

MEDIA HANDLING AWARENESS COURSE FOR SHIPPING COMPANIES

on 30 September 2020 via Zoom 5.0

Training course giving guidance on how to communicate efficiently with the press in maritime emergencies.

The course focuses on:

- Basic principles of media management
- How the media operates - understanding the media's attitude and perspective towards the maritime industry
- The cost of losing trust
- Handling the crisis - some ground rules
- Don't get ambushed - What do you say?
- What makes a good press release?
- Crisis communications and social media

Course Fee: INR 15000 (plus GST)

Course Trainer: Katerina Skourtanioti, Managing Director at VENLYS & Representative Navigate Response

Course Timing: 1230 hrs – 1730 hrs Indian Standard Time (with multiple breaks)

HANDLING THE MEDIA EFFECTIVELY: THE ROLE OF THE SPOKESPERSON

from 01 October 2020 via Zoom 5.0

Training course providing confidence and proficiency in media handling and crisis management as a spokesperson for your company.

The course focuses on:

- Interviews and press releases
- Interview formats and techniques
- How to work with journalists – on-the-spot interviews, being ambushed, personal interviews and press conferences
- Handling the crisis - some basic ground rules
- Conducting an interview without all the facts
- Crisis communication plan (overall strategy) and spokesperson
- Crisis communications and social media
- Training in front of a camera. Preparing for the reality of interviews

Course Fee: INR 30000 (plus GST)

Course Trainer: Katerina Skourtanioti, Managing Director at VENLYS & Representative Navigate Response

Course Timing: 1230 hrs – 1730 hrs Indian Standard Time (with multiple breaks)

We will be pleased to offer group discounts on confirmation of 2 or more topics / participants from the same organization.

Please feel free to register through the link besides the course details or send us an email on serene.dias@dnvgl.com / academy.india@dnvgl.com.