



# Crisis Management and Media Handling

*A Crisis is a situation where an emergency has gotten the attention of the media and as such is threatening the future of the organization.*

## AIM OF THE COURSE

This course aims to provide skills and tools to be used in an emergency that has become a media topic. Through role – plays and case studies participants are provided with confidence in their ability to handle the media.

## COURSE LEARNING OBJECTIVES

Upon completion, successful participants will be able to:

- *Overcome the initial surprise that comes with a crisis much easier than before*
- *Feel safe with the usage of media terminology and communication style*
- *Assess the situation and take proactive measures according to the phase*
- *Write a press communique from scratch*
- *Design and conduct crisis drills*
- *Conduct an interview with a journalist with confidence*
- *Prepare for an interview on television*
- *Have a quiver of standard answers to use in difficult situations*
- *Review company's past incidents and judge possible usage by media in a future crisis*
- *Adopt the 3 level communication model improving their persuasion*
- *Utilize elements of influence and act accordingly*
- *Feel safer managing a crisis and giving interviews*



## Who would benefit?

Company personnel at lower, middle or senior management level. Ship officers of senior level. The seminar is suitable also for personnel carrying out onboard inspections as they may be either found on site or sent to assist with the situation.

**Duration:** 2 days 09:00-17:00

**Place:** Conducted online

**Presentation Language:** Greek and/or English **Course Material:** English

**Tutor:** Captain C. Chrysostomidis, Training and Owner Assistance Manager, BVS IMEA Zone

Crisis Management and Media Handling Course Pamphlet ed.01



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