

CRISIS COMMUNICATIONS (FRONT-LINE)

Online Training for All Staff Levels



Duration: 50 Minutes
Maximum Attendance: N/A

Suitable For: All Staff likely to have any engagement, deliberate or otherwise, with the media

Format: Online learning module, accessible from any computer, laptop or handheld device with internet access

Description: This online Crisis Communications course provides participants with the essentials for dealing with the media if a crisis or major incident occurs. Using video examples of real-life crises, interactive educational slides, quizzes and insight from working journalists, the goal of the course is to develop front-line personnel's ability to protect their company's brand

Kenyon's online learning partner remote (Remote Group Ltd) can manage the course for your organisation, to include providing digital certificates for all participants upon completion, or the course can be incorporated into your in-house Learning Management System (LMS). Remote will work with you to identify customisation and translation options as well as assist with support and delivery

Objectives:

- Identify why and how to communicate effectively following a crisis
- Explore examples of good and bad communication strategies
- Recognise the role of modern social media during a crisis
- Understand how to engage with the media and communicate with them during a crisis

Content:

- Understanding modern news media and how they cover a crisis or major incident
- Working positively with the media during a crisis or major incident
- Protecting your brand during a crisis or major incident

*Extensive Knowledge. Unrivalled Incident Experience.
Teaching you the lessons learned over the past 110 years*

Further Information:

To learn more about the Crisis Communications (Front-Line) Training and how it can complement your existing Emergency Plan, please e-mail kenyon@kenyoninternational.com or contact the Kenyon UK Office at +44 (0) 1344 316 650



Bracknell, United Kingdom
+44 (0) 1344 316 650

Houston, United States
+1 (281) 872-6074

Beirut, Lebanon
+961 (0) 1 609 839

Santo Domingo,
Dominican Republic
+1 (809) 616-0330



Connect with Kenyon:



www.KenyonInternational.com