



## Crisis Communications Spokesperson Training

When your organization faces a crisis, your ability or inability to react quickly to media inquiries will either enhance your credibility and reputation or damage both. By developing a plan and sharpening your communication skills before a crisis hits, you can help ensure that your company's key messages will be delivered effectively to the media.

### **Benefits of Attendance**

A crisis can develop within your company or organization at any time, without warning. In the age of social media, The Terri Ammerman Group provides the expertise to help you get out in front the story with key messaging. In this training session, you will learn which messages to focus on and how to convey them.

In this session, you will learn:

- How to maintain a positive relationship with the media in the first hours of a crisis
- How to prepare and deliver a statement to the media
- How to answer difficult questions
- How to work together as a team to respond in an effective way

### **Practical Learning**

You will learn by doing in this workshop. Participants conduct mock press briefings on a crisis determined by your organization. We video these exercises and critique them. Video examples of real-life press briefings are used to teach participants how to handle tough questions. We intersperse some lecture to provide practical knowledge that participants may need to use in the future if a crisis develops in their organization.

Some features of this workshop are:

- A primer on what to expect from persistent, aggressive reporters covering your crisis
- Three on-camera exercises, critiqued by the instructors
- Training based on a realistic scenario created by The Terri Ammerman Group and the client

### **Program Options/costs**

#### **Price:**

\$4975 to \$8175 depending on location and number of people in the class. Our most popular seminar accommodates up to eight people. We welcome the opportunity to discuss the size and length of the seminar to meet your needs. Final pricing will be based on the level of workshop customization, number of participants and The Terri Ammerman Group resources required to conduct the training.

#### **Location:**

Your location or a facility in Houston. For out-of-town sessions, necessary travel expenses for two Ammerman staff members will be added to the session fee. We provide most of the equipment necessary to conduct the training. However, we do ask that you provide the location with two rooms, an LCD projector or TV monitor and lunch for your people and the Ammerman staff.