



**media and crisis  
communications**



*"It takes 20 years  
to build a reputation  
and ~~5 minutes~~  
7 seconds  
to ruin it."*

*Warren Buffett*

## Media & Crisis Communications Training

**In today's fast moving, highly transparent, 24/7 news environment, it probably takes even less than 5 minutes to ruin a reputation. Local situations can turn into a global news item, with commentary from everyone but you. No company wants to become a case study in how NOT to deal with media.**

That's why at EMG, we focus on protecting our client's hard earned reputation with good old fashioned hard work in the form of preparation and practice. Our media and crisis communications training is based on 25+ years' international experience working with global CEOs and senior executives combined with our specialization in industrial communications. It is designed to prepare you to handle your communications in a crisis situation and help recognise risk issues before they escalate into a crisis.

We guide spokespeople to understand the complex media communication process, and train them to possess the skills to manage interviews and press conferences, to respond to tough questions confidently with concise and quotable messages, and to be able to tell their side of the story. This is especially important when faced with issues, be they industry-wide or company-specific. And when the inevitable crisis occurs, it is important to understand what to say and how to say it convincingly. Preparation is particularly useful before attending key trade shows and seminars. By focusing on your company's key messages and practicing storytelling techniques, your spokespersons will be better able to get your company's news across. Our monitoring and feedback services tell us that trained spokespersons deliver stronger messages, gain higher share of voice and build better long-term relationships with key editors.

### **Spokesperson Training The EMG Way™**

Being an effective spokesperson not only means being prepared, it requires confidence. EMG's training approach is to take the unfamiliar crisis landscape and turn it into a more natural environment, with an emphasis on speed and subject-matter expertise.

We do this by working with our clients to develop a crisis communications plan, which includes a heat-map identifying "hot button" issues in their business or industry. Preparing communication on these subjects helps avoid or limit the impact of crises. Training includes the opportunity to pre-identify potential responses as well as to explore, experiment and learn – at a time when there is little or no pressure

*"At the beginning of the day we thought we did not need to be trained at all – by the end of the day, we realised that we would have been totally unprepared. Thanks for helping us get ready."*

EMG's training is designed to help you understand media processes and techniques so you appreciate the needs and expectations, as well as gain an understanding of the actions and reactions you can expect. And because the media work differently around the world, and messages need to be regionally relevant, our team can deliver training in local language in Europe, Asia or the Americas.

We work with you to develop key messages and formulate clear positioning statements that highlight company activities such as corporate social responsibility (CSR) programmes, customer care, cost control and sustainability, as well as around

the latest industry trends and innovations, the economic situation, and/or environmental issues. Our trainings provide opportunities to practice your delivery as part of a comprehensive and compelling story, demonstrating thought leadership; and in a crisis situation you'll ensure your side of the story is getting the right attention.

### **Tailored to your needs**

With our experience and specialization in the industrial sectors and local language capabilities, we are able to offer a range of versatile media training and crisis communications programmes that can be adapted to match the needs and culture of your company or reflect the nature of an individual facility – and the potential risks it faces.

### **EMG Learning Programmes**

Since the company was established in 1991, EMG has encapsulated its extensive experience and skill-set in EMG Learning Programmes, designed to ensure your team can effectively deliver company messages in internal and external presentations as well as to the media.

Trainings can be customized to your specific needs, across a range of communications competences, including:

- Communications Planning
- Media Relations
- Customer Communications
- Presentation Skills
- Issue and Crisis Communications

Training can be delivered in various languages, in small groups or in individual coaching sessions.

Contact EMG to organize your next one-on-one coaching session or group workshop.



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