

# CRISIS COMMUNICATION

---

## PART 1: challenges of crisis communication

### How the media work in times of crisis, and the needs of journalists

- Image challenges for companies
- Communication priority actions

### What can and cannot be said?

- Learning how to make a statement and do an interview
- Managing stress and non-verbal aspects
- Drafting the defence and statement, press conference
- Relations with journalists: 'off-the-record' statements

### The interview

- Interviews on the spot, outside, in the office, over the phone, recorded, live.
- Right of reply

## PART 2 : Crisis communication training

- Looking at case studies
- Methodological feedback



## PART 3: Simulation

- Putting into practice lessons learned during the day
- Feedback

## PART 4: Conclusions and evaluations