

MEDIA HANDLING



When a crisis hits your organisation, today's real time media demands a quick response. From the very beginning, when the impact and interest of the story is highest, your response can shape the entire outcome. Who should engage with the media and how quickly should you respond? How can you ensure your first comments reassure your audience, resound with your shareholders and sustain your credibility, trust and brand towards a successful conclusion?

Infinite Security Solutions (ISS), with its International media-handling partner, can devise and advise on your media and communications strategies. When an incident happens that draws media attention or scrutiny on your organisation, ISS, working with your management team, will plan, and if required, assist in the effective implementation of the communication strategy that is tailored to your company's specific needs.

ISS, in union with their partner, focus upon bespoke training, aimed at training decision-makers, influencers, public relations staff and other key company personnel on all aspects of media and communications management, including strengthening key messages, coping with the unexpected, turning negatives into positive, rebutting incorrect facts and perceptions and handling hostile questioning.

The Training aims to:

- Create a workable "Crisis Contingency Plan", incorporating all necessary aspects of Media and Communication Management.
- Explore the information cycle.
- Demonstrate how communications differs in challenging circumstances.
- Explore what circumstances can attract media attention – natural disasters, accident, company behaviour (positive or negative).
- Explain the importance to implementing a strategic approach to the delivery of your company's messages, rather than a reactive one brought on by a crisis.
- Provide media-facing training for senior personnel, company spokespersons and other key employees.

W W W . I S S - T E A M . C O M

THE ISS TEAM:

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