



DELIVERED BY



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**ARTS COUNCIL
ENGLAND**

Crisis media management - Plan for the unexpected

14 September – Crisis Media Management
10am – 5pm, The Birmingham REP

Delivered by Jane Bevan of Firebird PR

This advanced course will work with senior staff and managers, Trustees and CEOs to combine theory and practical sessions to establish how a museum should plan to respond in a crisis situation. From developing a crisis communications strategy to implementation when things go wrong.

Learn about:

- Managing media in a crisis
- What constitutes a crisis
- Understanding how people respond in crisis situations
- Anticipating the unexpected
- Managing the messages
- Controlling the interview – do's and don'ts
- Handling difficult questions effectively
- Interview skills

Preparation and planning

- Developing a crisis communications strategy
- Case Studies – Review examples of crisis situations faced by other organisations
- Issues management do's and don'ts

'Jane is very engaging- communicated well and gets the best out of the attendees'

'Jane was an excellent trainer and her enthusiasm was very infectious'

Course materials including a 'How to Guide' will be available.

Although this course is free of charge as part of the WMMD programme funded through Arts Council England, the value of this particular course for each delegate is in the region of £300.

Image: Royal Regiment of Fusiliers Museum © Lee Allen

**Book
Now**



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