



Media

Training Simulation Consultancy

Introduction

Organisations which value good communication know that thorough preparation is the key to achieving consistently positive media messages.

Media products may be seen and heard by millions, repeatedly, over many hours. Get it wrong and at best you may miss a critical opportunity. At worst you could kill your company.

Many of the skills are unique. Crown Media provides end-to-end, customised and confidential media training and simulation solutions. We are much more than journalists and media practitioners. We have years of experience working on the front line of successful media operations and public relations. We teach individuals or teams the critical importance of effective media communication and test this with simulation that validates skills, procedures and training.

We help organisations and individuals in all walks of life prepare for critical emergencies and pre-event management. We specialise in identifying tricky issues and helping to reach solutions for handling tough issues. Our advice will always be simple to understand, realistic and relevant.



“Failing to prepare is preparing to fail”.
Benjamin Franklin

Contacts

For further information on the specialist services available from Crown Media please contact:

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Foundation Training

Crown Media's expert trainers design and deliver skills training across a wide range of levels.

At the basic level your staff need to understand the importance of maintaining good media relations. They also need to understand their place in communicating the organisation's message.

Your staff should act as your eyes and ears for issues which may become media targets, and also help to identify positive stories.

Training at this level can be structured in several ways including lectures, workshops and introductory interviews. We do this in ways that are interactive, stimulating and engaging.

At a higher level, training is required for those who may be the focus of media interest.

Crown Media designs courses to match the organisation's requirements and delivers training paced to meet the individual's ability.



Advanced Training

Crown Media's trainers are particularly skilled at refining and focussing their customers corporate communications. We achieve significant benefit for the customer by precisely profiling the spokesperson and the messages to increase the effectiveness of message targeting.

Spokesman Profiling

Your spokesperson can be trained and assessed for the ability to match a specific medium or programme style. Most importantly we can clarify for you how they will be accepted when faced with the prejudices of a specific target audience. We provide confidential feedback to match the right person to the right task.

Message Development

There is a difference between developing messages in the office and then delivering them under the unforgiving scrutiny of the media. We have considerable experience in testing and enhancing messages to achieve maximum impact with a specific audience.

Interview Rehearsal

A successful interview is also about thorough planning and rehearsal. The best rehearsal is that conducted by an impartial professional with no axe to grind. Rehearsal develops the confidence to deal with challenging situations.



Simulation

Crown Media are experienced exercise designers and facilitators. We plan the media aspects of many exercises from the relatively small to those involving several hundred participants.

We have unique skills to create realistic media simulations which match the circumstances and can advise you on the most effective ways to test the resilience of your team and systems.

We employ professional experienced media staff who understand the training effect required and how to achieve it.

We have delivered short table-top exercises, deployed overseas to provide simulation for medium size crisis planning exercises, and put large teams together to support complex crisis management exercises lasting up to 10 days with full broadcast facilities.

Every requirement is unique. Properly planned and executed simulation is the most powerful method of bonding your team and validating your skills and procedures.

