

**E | C | D** *Insight*

Leaders in leadership communication



Mastering the Media

## Communicating Out of the Crisis

9th February 2009 - 0900-1200 – London (Bishopsgate)

**The media can be intrusive and demanding at the best of times. Today's harsh environment demands even sharper skills.**

**This highly-interactive workshop will help you and your organisation's spokespeople to:**

- Safeguard your company's reputation in a downturn
- Deliver messages that convince increasingly sceptical journalists
- Communicate with composure under pressure
- Work with the media to calm – not inflame – situations
- Position your organisation for well-balanced coverage
- Benefit as the story shifts from recession to recovery

Working with a small group of communications professionals and spokespeople you will have the opportunity to test your skills in dealing with a media relentlessly focused on bad news.

The course is led by two senior ECD Insight consultants, both former top-level business journalists who draw on extensive experience covering previous business and financial crises in Europe and the U.S.

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[www.ecdinsight.com](http://www.ecdinsight.com)

## Communicating Out of the Crisis focuses on:

- Risks and rewards of dealing with the media in challenging environments
- Best and worst practices to emerge from the current crisis
- Developing positive and credible new story angles
- Building goodwill with journalists ahead of a recovery
- Retaining control in hard-hitting interviews
- Anticipating difficult questions and devising credible answers

To find out more about this course, please contact Sofia Ehrenstrahle on +44 207 645 4000. Or visit our website [www.ecdinsight.com/communicateoutofcrisisfeb/](http://www.ecdinsight.com/communicateoutofcrisisfeb/)

### Fees

£225 per participant for the morning programme, plus VAT. Fee includes a comprehensive course manual and other material.

### Programme Leaders



#### Jeremy Adams

Jeremy has worked with hundreds of business executives to prepare them for key media engagements. During a decade-long journalism career Jeremy covered financial services at leading European business publications. As New York bureau chief of Financial News he covered the dotcom bust, recession and recovery from 2001-2004.



#### Paul Gallagher

Paul is a media message specialist and interview coach. He has worked as a foreign correspondent and news editor across Europe for Reuters and Bloomberg for a decade. From 1997 to 2000 Paul covered consolidation in Europe's auto industry – including the DaimlerChrysler merger – which unravelled in the face of a downturn.

*“Our executives value the expertise, energy and enthusiasm of ECD Insight's media sessions.”*

Emma Phillips, VP Media Relations, BlackRock.

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