

**0930 Introductions & course objectives****0945 Rival agendas: the journalist's & yours**

Covering how crises develop and unfold, what the journalist covering a crisis are looking for, the impact of social media, and how both these conflict with your needs

**1000 The perfect crisis**

Covering the steps you need to take to protect your reputation during a crisis, comparing crises which have been handled badly and those which have been handled well

**1015 Handling a tricky interview**

Covering the who/what/where/when and why of media interviews, the tricks journalists use to challenge and outwit interviewees, how to prepare for an interview and the techniques you need to handle potentially tricky interviews with confidence

**1030 Exercise 1: The Times interview (face to face)**

Covering the potential pitfalls of print interviews, followed by a mock interview with Times journalist with review and feedback

**1130 BREAK****1145 Taking control & sticking on message**

Covering the importance of developing and knowing your key messages before an interview, how to take control during interviews, and how to deliver your compelling and convincing messages

**1200 Exercise 2: Today programme radio interview**

Covering the differences between print and broadcast interviews and advice on conducting radio interviews, followed by a mock interview with a Today programme presenter about review and feedback

**1245 The impact of social media**

Covering how to use social media during a crisis

**1300 LUNCH****1330 Exercise 3: Newsnight TV interview (remote studio)**

Covering the different types of TV interview (live/remote studio/soundbite) with advice about how to handle each, followed by a mock interview with a Newsnight presenter with review and feedback

**1430 Press conferences and doorsteps**

Covering the techniques needed to give a good press conference, and how to handle doorstep interviews successfully

**1445 Exercise 4: Press conference**

Mock press conference for all the trainees with review and feedback

**1545 Exercise 5: Doorstep TV interview**

Mock doorstep interview with review and feedback

**1645 Questions/discussion****1700 Close**