

MEDIA HANDLING FOR THE MARITIME & OFFSHORE SECTORS

COURSE OBJECTIVES

This one-day, interactive workshop will inform participants about the new requirements on shipping media response and provide practical instructions on handling the media, including social media, in order to effectively influence public opinion after a major accident.

ABOUT THE COURSE

Maritime industry in general and shipping in particular, operate in a highly-regulated environment, which calls for high levels of compliance with globally-acceptable safety and environmental standards. However, accidents and incidents do occur from time to time and unfortunately, they attract negative attention from the media and the public.

Delivered by globally-renowned experts in the field, in a highly interactive workshop mode, this course focuses on enhancing the planning and preparations needed to deal effectively with any untoward accident or incident that has the potential to harm the public image of the organisation.

PARTICIPANTS

CEOs, COOs and Directors of shipping and ship management companies, port and terminals, offshore Exploration and Production (E&P) companies, and firms providing marine and offshore services.

Shipping companies: Crisis Managers, Senior Managers, Fleet Directors, Marine/Technical Superintendents, Insurance Managers, Communications/ Public Relations staff.

DURATION

One day

KEY TOPICS

- How to create a set of key messages to meet the regulatory regimes
- Preparing the required fact sheet and press releases
- Getting your messages across clearly to: media/ regulators/ authorities/ government agencies/ public interest groups/ pressure groups
- How to use social media effectively to communicate key company messages
- How to prepare for hostile media intrusion
- Preparing for TV and Broadcast interviews