

Crisis Spokesperson Training for School Leaders

Whether you are experienced in press relations or a media novice, you will appreciate that getting your message right, especially during a critical incident, is a huge challenge.

How you respond will impact on the reputation and future success of your school or Multi Academy Trust. While we hope we will never be affected by a major incident, these days we need to be prepared for the unexpected.

Pharos Response delivers spokesperson training courses for Headteachers, SLTs and Trustees for groups of schools, Trusts and Alliances nationwide. We develop bespoke content to suit your requirements. Our experience comes from supporting hundreds of organisations, many within the education sector, to manage real critical incidents through our 24/7 incident response service. We are experienced practitioners first; trainers second.

The course centres around a realistic school scenario exercise using actors, film crews and journalists to help prepare and practise the school's media response and to identify development areas, all within a confidential and safe environment.



▶ Course content

Each course is tailored to the audience but a typical course will include:

- introduction to crisis communications theory;
- golden rules on how to manage the media;
- crisis PR procedures and templates;
- case study review and analysis;
- introduction and development of realistic; simulation throughout the day
- writing holding and press statements;
- telephone interviews with a journalist;
- to-camera interviews with a journalist using broadcast grade equipment; and
- drafting social media responses.

Our team will travel to your school to train groups of between 12 and 16. We can organise alternative venues for an additional charge.

You will also benefit from:

- delegate handbooks with tools and templates;
- your to-camera interviews on memory stick;
- excellent CPD and vital skills for senior leaders; and
- delegate certificates.

MAT/group discounted fee £355pp +VAT
SAVING £140 per delegate

▶ About Pharos Response

The Pharos team are all professionals who, from many years' experience, recognise the unique needs and challenges in educational settings, particularly during critical incidents. Not only do we deliver relevant, practical training courses, we also support 200+ clients (including schools) in handling incidents on a regular basis.

Your trainers are highly experienced communications professionals who have managed their organisation's response to the media for a wide range of major incidents in/around schools and on school trips. They will refer to their highly relevant experiences throughout the training.



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