

HOW TO SURVIVE THE MEDIA SPOTLIGHT

At any moment your company could come under the glare of the media spotlight. Even in the best managed companies, human error or unforeseen circumstances can unexpectedly make you the focus of media attention. This involves dealing with journalists hungry for a story but with little or no knowledge of business or the chemical industry.

How can the situation be managed? Who will deal with the media? Have they the training and experience to do so? What should they say? How should they react? Failing to manage the media effectively can have serious consequences for your company.

This CBA seminar provides the tools and experience to survive the media spotlight and handle the print and television media effectively.

Led by experienced media professionals, the seminar will cover

- **Why you should engage with the media**
- **How media crises develop – a crisis scenario**
- **Interviews with print journalists** (limited to four delegate interviewees)
- **Journalists – why are they out to get me?**
- **A simple media tool kit**
- **Tips for great TV interviews**
- **Pre-recorded TV interviews** (limited to four delegate interviewees)
- **Live TV interviews and analysis** (limited to four delegate interviewees)
- **Open Forum – questions and discussion**

Date – TBC

Time - 09:30 to 16:30 hours

Venue - Virgin Talent Academy, Crewe

Price CBA Members delegate fee: £360.00 + Vat; . Lunch, tea and coffee included, as well as free parking.

PLEASE FIND A BOOKING FORM ATTACHED

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Date: TBC

Time: 09:30 to 16:30 hours

Place: Virgin Talent Academy, Crewe

Price: **CBA Members:** £360.00 + Vat; Lunch, tea and coffee included, as well as free parking.

Please note that payment must be made by XXXXXX and any cancellation received after this date is non-refundable. Payment may be made by cheque, BACS, or credit card (3.5% charge applies).

To reserve place(s) now, contact claire.morris@chemical.org.uk or fax back to **01270 258444**

Please reserve place(s) at HOW TO SURVIVE THE MEDIA SPOTLIGHT @ £360.00 plus vat each.

		PRINT	PRE-RECORDED TV	LIVE TV
Name of Attendee	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Name of Attendee	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Name of Attendee	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Name of Attendee	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(Please indicate the interview preferred. CBA will try to accommodate preferences, but reserves the right to assign attendees to different interviews for operational reasons.)

Company:

Print Name:

Signed:

Date:

Email: