



WGG Offshore Academy

MEDIA SUPPORT TEAM & PUBLIC RELATIONS TEAM TRAINING

(Advanced Diploma Level 5 in Incident Response Management & Recovery)

Course Aim

This course is designed to build competence & confidence levels of designated Media management groups including Public Relations activities.

Objectives

To train personnel through theory & practical scenario situations in how to be members of the MST & PR Response Teams.

Course Modules & Competency

The following modules and elements will be delivered:

Module 1: Media Support Team & Dealing with the Media.

- Element 1.1 Overview of Emergency & Crisis Management Structure
- Element 1.2 Public Information Officer Media Support Team & Roles using the Principles of ICS
- Element 1.3 Holding Statements
- Element 1.4 Media/Press Releases

Module 2: Performing the role of the Relative Response Team Member.

- Element 2.1 Prepare a Holding Statement based on a Simulated Emergency Scenario
- Element 2.2 Prepare Media Releases based on a Simulated Emergency
- Element 2.3 Deliver a Press Release and accept questioning under Press Conference Conditions

Course Content

Emergency Management Philosophy	Company ER Procedures
Roles & Responsibilities	Dissemination of Incident Information
Dealing with Stress	Holding Statements
Make & Receive Telephone Calls	Press Releases
Maintaining Company Image	Setting up a Communications Support Network
SOCO	

Competency

All participants will be appraised using company procedures and best practices during the practical scenario sessions.

Pre-requisite

This course is part of the suite of programs that complete the Advanced Diploma Level 5 in Incident Response, Management and Recovery.

Course Duration

The course is designed to be conducted over a two (2) day period however this may vary on availability of personnel and course numbers.

Method of Training

Participants will be shown a power point presentation covering the course content & best practices within their field. The practical sessions will consist of a number of realistic emergency scenarios which the delegate will be required to respond to in a predictable manner under assessment conditions. Hot debriefs will be held on completion of each practical exercise to highlight strengths & weaknesses within the team and individuals.