



Centre for Crisis &
Risk Communications

MEDIA COACHING

*"It can take 20 years to build a
reputation, but only five
minutes to ruin it"*

Warren Buffet



The Centre for Crisis & Risk Communications (CCRC), is based in Calgary, Alberta and is a leader in crisis and risk communications. The CCRC is driven by the science and research of Dr. Vincent Covello, which is focused on how the brain responds to communications in high-stress, high-concern environments.

Dr. Covello's research-proven methods, formulas, and tools have been utilized around the globe, including by the World Health Organization's (WHO) response to the outbreak of Ebola in Africa. Utilizing these tools and formulas, the CCRC prepares organizations for their next crisis by conducting crisis and risk communication plan audits, writing and executing crisis communication plans, providing training (crisis and media), and strategic communication counsel.

The Centre for Crisis & Risk Communications is supported by an advisory board including Dr. Covello, Dr. Timothy Coombs, and other leading academics and professionals in the crisis & risk communications profession. At the CCRC, we are passionate about preparedness and are here to support your organization 24 hours a day, 7 days a week.

MEDIA COACHING

Thank you for considering the CCRC to provide your organization with expert-level media coaching. Starting from our half, full, and two day workshops and/or media coaching, we are happy to work within your budget to create a coaching program designed to specifically meet the needs of your organization. We can't wait to get started!

www.centreforcrisiscommunications.com | info@centreforcrisiscommunications.com | 1.888.297.6055



A CCRC workshop, 2019

MEDIA COACHING

SERVICES

It was Warren Buffet who said, "It can take 20 years to build a reputation, and only five minutes to ruin it." Whether speaking to local or global media, presenting to a Board of Directors, or addressing employees at a town hall, your organization's spokesperson(s) must be prepared to speak confidently and authentically while delivering thoughtful, informative, and credible key messages.

Being prepared for the worst helps amplify the confidence of your spokesperson(s), allowing them to shine while not just protecting, but enhancing your organization's reputation.

The CCRC recognizes that not all organizations are the same, nor do all organizations have the same media coaching needs. We will work with your organization's project sponsor to determine the best combination of services and/or pathway forward to provide your team with a unique, relevant, and applicable media coaching experience.

TEAM WORKSHOPS: HALF DAY | FULL DAY | TWO DAY

Immerse your team in an interactive media coaching workshop. Our workshops are delivered in a manner that includes everyone as equal participants. Our workshops blend informative instruction, using real examples and integrate stories and experiences from our coaches. Learn about interview delivery techniques including bridging, and redirection. Based on your organization's potential scenarios, mock interviews simulate real interviews and are followed by feedback from our coaches and your peers.

Our workshops may be blended with other media coaching or crisis & risk communications services such as one on one coaching, key message development, and communication planning.

***NOTE:** *Due to the ongoing COVID-19 pandemic, most media coaching workshops will be delivered online and will require alternate scheduling i.e. 2 hour sessions.*



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CCRC role reversal, media coaching, 2020

ONE ON ONE COACHING: EXECUTIVE | SPOKESPERSON | SUBJECT MATTER EXPERT

A little one on one can go a long way to effective communication! Ideally, following a workshop, executive leaders, designated spokespersons, and subject matter experts engage in some additional one on one coaching. Whether you anticipate a big announcement or are preparing for a crisis, some practice now, will add tremendous value, tomorrow.

One on one coaching allow our coaches to better address a specific need or challenge. Additional, targeted, and unique scenarios can bolster the confidence of those required to deliver your organization's messages.

CONTACT US

We are grateful to have supported associations, universities, companies, executive leaders and international organizations through our media coaching. We would be thrilled to support you too. Contact us so we can build a coaching program specifically designed to meet your needs. www.centreforcrisiscommunications.com | info@centreforcrisiscommunications.com | 1.888.297.6055





CCRC training session 2019

To support your organization, the CCRC has access to an incredible network of communication and media professionals. Matching the right coach(es) to meet your organization's needs is important to us. Collectively, we offer over 100 years of media experience.

OUR PRIMARY MEDIA COACHES: BENJAMIN MORGAN | JEFF ANGEL

BENJAMIN MORGAN

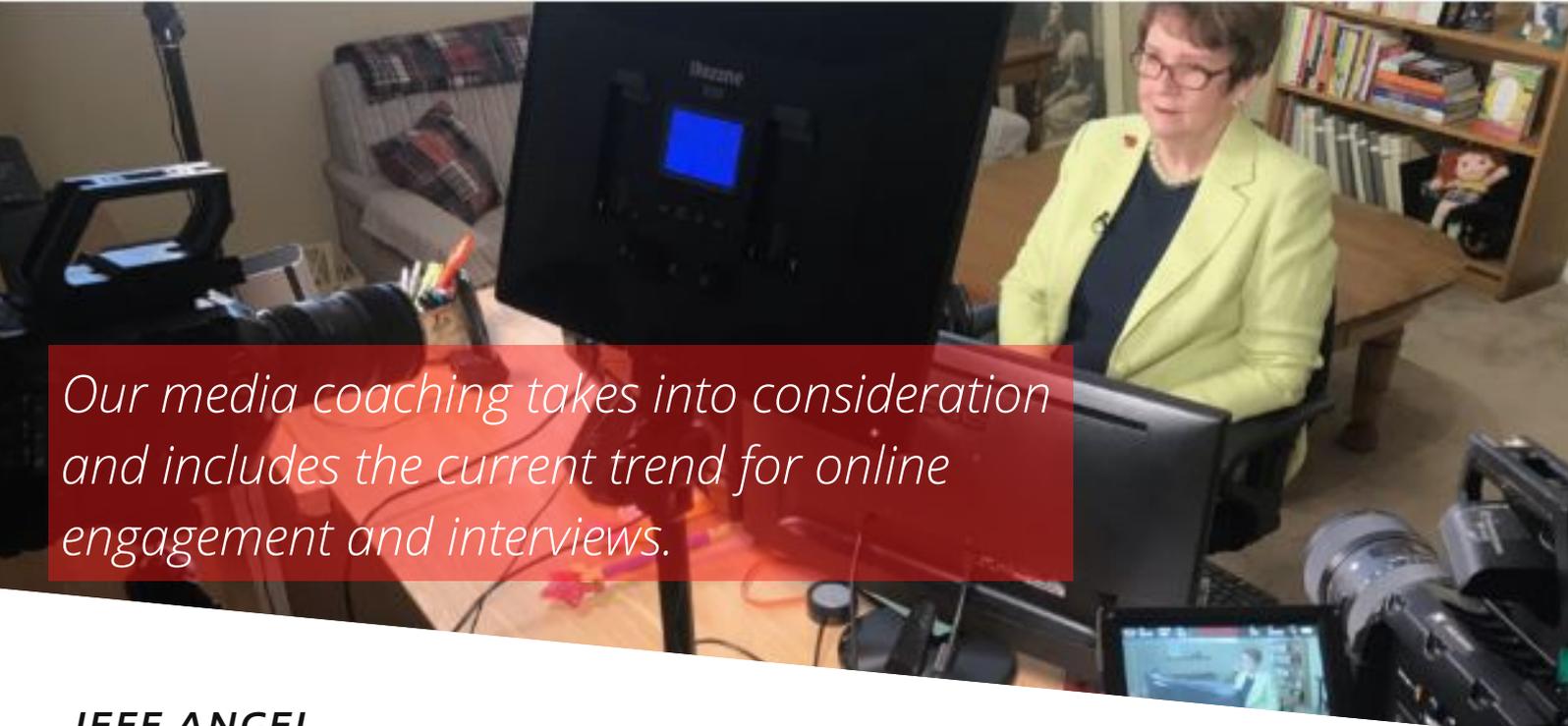
Benjamin holds a master's degree in professional communications. He was the designated spokesperson for the City of Calgary Emergency Medical Services where, on average, he authored and distributed over 150 media releases and conducted over 180 media interviews each year. In 2009, Benjamin founded Both Sides Media that provided media training and coaching services to a variety of organizations and leadership teams.

As the Supervisor, Crisis Communications, Benjamin coordinated all communications on behalf of the City of Calgary during the 2013 flood. As a member of Canada Task Force 2, during the 2016 wildfires, he was dispatched to Fort McMurray to coordinate all local media and communications while interfacing with multiple levels of government.

Benjamin is associate faculty at both Royal Roads and Mount Royal universities where he instructs communications and public relations at both the undergraduate and graduate levels. He teaches in the schools of communications, public relations, and humanitarian studies.

He is a sought after workshop facilitator and presenter.





Our media coaching takes into consideration and includes the current trend for online engagement and interviews.

JEFF ANGEL

Jeff has an extensive background in media relations, crisis communications, corporate communications, public relations, stakeholder engagement, marketing and brand positioning. He is a graduate of the University of Western Ontario.

Throughout his career, Jeff has held a number of executive positions including Senior Vice President Communications, The Americas, for British Airways, where he was responsible for the North American crisis response to the crash of Concorde and the subsequent relaunch and international press conference at New York's John F. Kennedy airport (viewed by over 500 million people (worldwide)).



Jeff has worked with various Fortune 500 companies including; WestJet, Canadian Airlines, Shell, 3M, the Edmonton Oilers and various levels of governments including the Canadian federal government, eight Canadian provincial governments, the Cities of Calgary and Edmonton, the United Kingdom's Office of Fair Trading (OFT), the European Union (EU), the U.S. Department of Transportation (USDOT), the New York City Mayor's Office and the Port Authority of New York and New Jersey.

Jeff was also Vice President, External Relations for the Canadian Energy Pipeline Association (CEPA).



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ADDITIONAL SERVICES

We would be more than happy to support your organization with customized media coaching! "But wait, there is more!" The team at CCRC has a variety of communication expertise available to further support your organization. Additionally, we have access to a dynamic network of communication professionals from around the globe, enabling us to support many communication needs with just one point of contact. Below is a brief summary of our areas of expertise.

EVENT SUPPORT

Are you planning an important event? Our team is well-experienced in hosting a variety of events!. From press conferences, to funding and partnership announcements, we can support your virtual or in-person event from beginning to end including:

- technical and program planning
- event promotion and invitations
- speech and message creation
- pre-event spokesperson coaching
- event execution
- post event reporting

MESSAGING

Dr. Vincent Covello's Message Map is one of the primary tools that use to support the creation of messages for your organization. Scientifically-developed and field-proven, message mapping is a powerful technique to support the creation of messages designed to connect and resonate with your audience.

PUBLIC RELATIONS

The team at the CCRC can support you through public relations strategies built specifically for your organization, organizational event, or emerging issue. By harnessing the power of traditional and social media, web and digital technologies, marketing campaigns and community engagement, we can help you favorably position your organization.

"We know that the keys to successful crisis and risk communication is: anticipation, preparation, and practice. We are here to support your organization's success."

Benjamin Morgan, M.A. CCRC Principal



CRISIS COMMUNICATION PLANS

The Centre for Crisis & Risk Communications (CCRC) is passionate about helping organizations prepare for their next high-stress, high-concern event. If your organization has an existing crisis and/or risk communication plan (CCP), we would love to audit it for you.

An audit can give your organization a fresh perspective plus some new ideas. Ideally, every crisis and risk communication plan should be updated annually (at least). We can do that for you too. We will even incorporate some of our science-based crisis and risk communication tools into your plan to further support your organization.

If your organization is without a crisis and risk communication plan, no need to worry, we have created lots of them. We would be happy to create one specifically for you,

Where appropriate, communications will support details outlined in your organization's Business Continuity, Business Recovery, Emergency Management Program, and/or Emergency Response Plans. We work with and have access to some of Canada's top Emergency Management and Business Continuity planners. If required, we will put them to work for you as well.

ISSUES MANAGEMENT PLANS

Sometimes your organization may need help getting out of a jam. Have an issue brewing that requires strategic communications support? No problem, our team will work with your organization to create an Issues Management Plan (IMP). We can even help you with your IMP's execution and ongoing monitoring.

PLAN VALIDATION

Plans are only as effective as the people that execute them. To support compatibility and to familiarize plan participants, scenario-specific exercises ought to be developed to test the plan and familiarize your organization's crisis teams. Tabletop and Functional Exercises are the most common methods of plan validation.

The CCRC will create and deliver exercises specific to your organizations identified key areas of risk, adding to the realism of the experience.

TABLETOP EXERCISES

Tabletop exercises are a simple yet important tool to help test the effectiveness of developed plans. Further, tabletops can help your team become familiar with the contents of developed plans. Exercises are important for both operations and communications. They can be individual and/or combined involving your organization's identified partners and key stakeholders. These types of exercises focus on collaborative dialogue between members of your team and stakeholder participants.

FUNCTIONAL EXERCISES

Functional exercises are similar in nature to tabletop exercises. Rather than collaborative dialogue however, functional tabletops require your team members to actually respond as they would, to an event, creating social media posts, media releases, internal communications, and other communication collateral.

We can even introduce and run a "simulation cell" to further elevate your teams experience.



CRISIS & RISK COMMUNICATION RESPONSE

Here is the great news: during high-stress and high-concern situations, you do not have to be alone. Through our crisis and risk communication planning processes, we would have discussed the importance of partnerships and helped your organization brainstorm who might be valuable partners for you.

The CCRC team is available 24 hours a day, 365 days a year and is accessible by calling 1.888.297.6055. Our team can support you virtually, or in person (not withstanding time and travel restrictions). Ask us about **retainer agreements**.

EOC operations, message creation, social media and media monitoring, social media posting, media relations, coaching, video work, plus so much more - we have even designed and had built 8 X 12' roadside signs - are services that we support you with during an event.

***Note:** when we work with an organization, our role is to provide the best advice possible based on risk and crisis communications science and research. The organization's decision-maker is ultimately responsible for the approvals and the outcome of any communication approach or tactic.

EDUCATION & TRAINING

We love sharing our knowledge, experience, and passion for crisis and risk communications. We have worked with several organizations providing crisis and risk communication training and coaching. From communication team members, to leadership and executive teams, we share science-based and research proven methodologies that can support your organization during high-stress, high-concern situations.

We will customize a program for your organization, providing the right training to the right people to do the right job!

With an abundance of expertise at our fingertips, the CCRC offers additional training in crisis supportive functions such as media training, social media training, and internal communications. Within our partnership of networked organizations, we can further support you with a full suite of public relations, marketing, and digital service offerings.

SPEAKING, WORKSHOPS & CONFERENCES

Are you planning an event that would benefit from high-stress, high-concern science knowledge? Great! We have taken to the stage many times and would love to do it again! From keynote presentations to half or full day workshops, we will inform, motivate, and engage your audience.



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