

## Media management and media skills training

**Your ability to speak out and front up on behalf of your organisation is important to your overall Risk Management and Contingency Planning capability.**

**When disaster or controversy suddenly strike any organisation, the speed and effectiveness of its communication with stakeholders via the media can often be the ultimate determinant of its capacity to protect its reputation and its bottom line.**

Many companies have learned to their cost that failing to work with the media, communicate with their stakeholders and general public in a strategically focussed and sophisticated manner can have a devastating impact on their organisation's brand and reputation. The impact can frequently be material and long term. In some cases it can be terminal!

The sophistication of media communication and the "satellite fast" nature of news coverage itself means that company executives must develop the knowledge and skill to perform to maximum effectiveness when their organisation's are suddenly "in the gun" or being held to account.

A high level of skill dealing with media issues and strategic communications, can frequently be one of the most important elements in managing risk effectively. It is most certainly a vital part of any organisation's overall Crisis Management and Business Continuity effort.

Marsh Risk Consulting recognises that Media Management and Media Skills Training is of paramount importance in any

Contingency Planning Program and has developed a range of Training Modules that specifically address this important area of Risk Management.

These services are always honed to meet the very precise needs of any organisation and can be provided at both a group training level or as intensive "one on one" skills based tutorials.

Marsh Media Management and Media Skills Training is always shaped to meet the unique risk profile of each client organisation. This means that our training is not "off the shelf" it is always well researched and relevant to your own exposures and business environment.

Marsh training is always delivered in the context of risk scenarios that are current, potent and powerful from a learning perspective. It is also delivered as part of an integrated approach to Risk Management; a cornerstone of the Marsh Business Risk Consulting philosophy.

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