

## Aviation Media Spokesperson Training Course – 2 Days

### Introduction

In the high-stakes world of aviation, the ability to manage communications during crises is not just beneficial; it is imperative. The Aviation Media Spokesperson Training Course is designed to empower professionals in the aviation industry with the critical skills needed to act as a media spokesperson. This intensive two-day course provides comprehensive training on managing media interactions effectively and responsibly, especially during crises.

### Who is the course for?

The role of an Aviation Spokesperson is pivotal. Poorly handled communications can lead to misinformation, widespread confusion, and damage to the organization's credibility. This course equips participants with the necessary tools and insights to represent their organizations effectively, ensuring that they not only manage but excel in their communications with the media and public.

### What is the Benefit of this Training – What will I learn?

- Gain an enhanced understanding of Media Dynamics and learn about the different types of media outlets, their operations, and journalists' objectives.
- Developing the ability to communicate effectively during emergencies.
- Be able to deliver key messages & manage sensitive information.
- Learning to balance transparency with privacy.
- How to develop consistent messaging aligned with company values.
- Awareness of advanced techniques for Utilizing Social Media effectively during crises.

tel + 359 2 821 08 06  
email team@sassofia.com

[www.sassofia.com](http://www.sassofia.com)

<b>Date</b>	On Demand
<b>Category</b>	Personal Development
<b>Venue</b>	On Demand
<b>Level</b>	Basic
<b>Price</b>	On Demand

## Detailed Content / Topics - The following Subjects will be addressed

### Day 1

- Understanding the Role and the Media Landscape
- The Role of a Spokesperson in Crisis Situations
- Objectives and responsibilities of a spokesperson during an aviation emergency.
- Overview of crisis communication principles.
- Case studies of effective and ineffective crisis communication.
- Types of media outlets and how they operate.
- Understanding journalists' objectives and working with the media to ensure factual reporting.
- Training on speaking on camera, tone control, and maintaining composure.
- Participants engage in a mock press briefing on a hypothetical emergency scenario.
- Feedback session to improve delivery and message control.
- How to develop clear, concise, and factual key messages that align with company values.
- Importance of consistent messaging across all communication channels.
- Workshop: Developing key messages for various emergency scenarios.
- Advanced Media Interaction Techniques
- The use of Social Media during crises situations
- Techniques for steering conversations and staying on message.

### Day 2

- Handling hostile or misleading questions without being defensive.
- Training on non-verbal communication cues.
- Participants practice delivering their messages and handling tough questions in a controlled setting.
- Individual feedback to refine messaging techniques.
- Ethics in Crisis Communication
- Discussing the ethical boundaries in crisis communication.
- Balancing transparency with privacy concerns, especially regarding victims and their families.
- Strategies for compassionate communication.
- Key components of a crisis communication plan.
- Role of social media in crisis communication.
- Setting up a crisis communication team and defining roles.
- Full-scale crisis scenario from news break to resolution.
- Participants use all the skills learned: handling press conferences, giving interviews, and interacting on social media.
- Debriefing and feedback on overall performance.

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## Learning Objectives

- Enhanced Understanding of Media Dynamics: Learn about various media outlets, their operations, and journalists' objectives.
- Effective Communication Skills: Develop the ability to deliver key messages clearly and manage sensitive information during emergencies.
- Crisis Management: Gain insights into balancing transparency with privacy, developing consistent messaging aligned with company values, and utilizing advanced social media techniques during crisis situations.
- Practical Experience: Engage in mock press briefings, handle tough questions, and receive individual feedback to refine messaging techniques.

## Pre-requisites

To prepare for this training, participants should have a basic understanding of communication principles and some experience with public speaking. They should know their company's structure, policies, and values to align with its communication approach. Familiarity with the aviation industry and basic crisis management knowledge are crucial, as is a general awareness of the media landscape, including how different outlets operate and the role of social media.

## Target Groups

This course is designed for individuals who are responsible for acting as media spokespersons in the aviation industry, including public relations officers, senior management, and anyone involved in crisis management within their organization.

## What do People Say about Sofema Aviation Services Training?

- "I found satisfying answers to all my questions."*
- "The instructor demonstrated very deep knowledge of the subject."*
- "The content was really effective, I gained a lot of new knowledge."*
- "The practical examples were perfectly delivered."*

## Duration

2 days – Start at 09.00 and finish at 17.00, with appropriate refreshment breaks.  
To register for this training, please email [team@sassofia.com](mailto:team@sassofia.com) or Call +359 28210806

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