

MST

Media Support Team

Course Outline



TARGET AUDIENCE

Personnel who are part of the Onshore Incident or Emergency Team or Media Support Team.



LOCATION for Practical Exercises

The purpose built Malaysian ERSC, Kuala Lumpur

OR

At your company's location
Anywhere in the world

(OR at our Alliance Partner Centres in the United Arab Emirates or Indonesia using Wild Geese Group Instructors and Assessors)



COMPETENCY VERIFICATION

Practical exercises involving drafting and release of media messages and interaction with media.

THIS IS A NO PASS or FAIL COURSE

Global Client Feedback Rating



INTRODUCTION

MST Training will be conducted with a flexible approach to ensure that individual abilities are evaluated and developed and to provide a training environment designed to increase knowledge, ability and confidence.

Following completion of the e-learning theory component of this course, practical exercises of some of the generic emergency situations are discussed to prepare the delegates for the practical exercises. The delegates then are required to prepare statements and releases as required based on the emergency scenarios in which they are issued. Finally, they are required to physically deliver a statement under simulated press conference conditions where they will experience the requirement to answer questions from role players acting as members of the media.

Post-exercise debriefings will be held where an appraiser will provide feedback on the strengths and weaknesses of the individual and team performances.

The MST Course can be tailored to the client's operation and the clients Company Emergency Response Procedures. Client company procedures, where possible, will be referenced for the duration of the Course.

The e-learning THEORY includes:

Element 1.1 Overview of Emergency and Crisis Management Structure

Element 1.2 Public Information Officer Media Support Team and Roles using the principles of ICS

Element 1.3 Holding Statements

Element 1.4 Media / Press Releases

Element 1.5 Press Conferences / Interviews

Please contact us for additional information, options or a formal quotation.

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