

# The Changing Media Landscape

Key issues for dealing with social media and fake news



One-week professional development workshop  
10 to 14 December 2018



ACCREDITED  
ACCREDITED SHORT COURSE PROVIDER  
BRITISH ACCREDITATION COUNCIL

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British Accreditation Council  
for Independent Further and Higher Education

### About the workshop

It is essential that you understand how to develop a robust media and communications strategy and how to counter fake news, alternative facts and post-truth politics. Preparation is everything and you can only do this if you understand the factors that influence effective communications – trust, control, benefit, language and empathy – as well as phenomena such as social amplification of risk and normalisation of deviance.

On this workshop, we show you how to use free internet tools such as aggregators to monitor social media and spot developing trends which could damage your government's reputation at home and abroad. We also show you how to select the right messengers for difficult audiences.

Planning ahead and protecting citizens from natural and man-made hazards is becoming ever more demanding. Pandemics, popular uprisings, flooding, earthquakes, tsunamis, volcanic eruptions, nuclear emergencies and the disruption of essential services are just a few of the unpredictable events that have left governments looking vulnerable and unprepared.

In recent years we have also witnessed a huge rise in cyber-crime which can lead to economic crises, and failure of banking systems, in which instant communications between individuals have changed the face of politics for ever. These events show how rapidly crises can develop and how important it is for governments to manage their communications efficiently and effectively, in order to avoid a collapse of trust in their ability to govern.

This workshop will explore crisis management and the way in which communication can be used as a crises management tool. The aim is to ensure that you will be better able to work with colleagues to develop and deliver straightforward, practical communication strategies for managing crises. It will also show how important it is to have a plan that is based upon a proper media risk assessment to prevent a domestic emergency from becoming an international crisis.

### Who is the workshop for?

The workshop is designed for senior policy officials, managers responsible for operational, tactical and strategic planning as well as public service communications and media specialists who are responsible for government/public service communications during times of emergencies and crisis.

### How participants will benefit

The workshop will:

- Broaden your knowledge of the nature of risk and crises, and how the public perceive them
- Raise awareness of the importance of risk communication planning in the development of policy and operational strategies and provide practical experience of designing strategies both to pre-empt crises and deal with them when they happen
- Create an understanding of how the media reacts to risk, the influence this has on the public, and the importance of building good relationships with the media
- Develop your skills to enable you to make the most appropriate decisions during the management of a crisis.

*“The interaction, presentation, visual demonstrations and site visits were extremely effective in reinforcing the key learning points. Well done! Thank you for a great experience.”*

Petrona N. Davies

Permanent Secretary

Ministry of Health and Social Development, British Virgin Islands

*“The workshop is well-organised, well-paced and gives participants space to absorb knowledge and learn.”*

Clare Tan, Singapore

### What the workshop will cover

The workshop will concentrate on:

- Analysing risk and hazards to develop an understanding of the fear factors which affect public perception and effective communication before and during a crisis
- Developing risk communication strategies, both as part of policy and operational planning, and to deal with situations as they arise
- Reviewing traditional and new media outlets, including digital broadcasting, the internet and social media
- Understanding the needs of the media; working with the media to achieve an accurate, speedy and consistent flow of information to key stakeholders and the public
- Identifying and engaging stakeholders
- Gathering intelligence from research, websites and the media, to provide as full a picture as possible of a rapidly changing situation.

Our workshop will include lectures, discussions and exercises, briefings by experienced government spokesmen/women, editors and journalists and a visit to an emergency management venue.

Workshop notes, presentations and a range of different materials will be provided on an Android tablet for you to use during the workshop and for future reference and follow up.

Please bring with you an example of an incident/crisis of direct concern to you which will form the basis of group discussions. You will have the opportunity to discuss practical issues affecting your own professional life and to compare experiences with those of counterparts from different countries.

### Programme outline

	AM	PM
Day 1	Welcome and introductions <ul style="list-style-type: none"> <li>• Setting the scene</li> <li>• Personal action plans</li> <li>• Introductory communications exercise</li> <li>• Presentation: the changing media landscape</li> </ul>	Pre-empting crisis <ul style="list-style-type: none"> <li>• What is risk?</li> <li>• How does the public perceive risk?</li> <li>• Risk analysis</li> <li>• How the media perceive risk</li> </ul> Participants' presentations
Day 2	Planning strategies <ul style="list-style-type: none"> <li>• To deal with crisis</li> <li>• Presentation and discussion: an examination of a recent international crisis</li> <li>• The role of Central Government</li> </ul>	Theory into practice <ul style="list-style-type: none"> <li>• Presentation/exercises and self assessment</li> <li>• Theory into practice Exercise 1</li> <li>• Theory into practice Exercise 2</li> <li>• Facilitated analysis of participants' case study</li> </ul>
Day 3	The media <ul style="list-style-type: none"> <li>• Theory into practice Exercise 3: facilitated analysis of participants' case study</li> <li>• How the written media see crisis</li> <li>• The media and press conferences: practical experiences from the disaster scene</li> </ul>	Planning in action <ul style="list-style-type: none"> <li>• <i>Visit to a regional Emergency Planning Department: discussion with senior press and communications experts</i></li> </ul>
Day 4	Putting theory into practice <ul style="list-style-type: none"> <li>• Communication, crisis and co-operation: presentation and discussion including social resilience and answering the difficult questions</li> <li>• Fake news, alternative facts and post-truth politics</li> </ul>	Putting theory into practice continued <ul style="list-style-type: none"> <li>• Working with 'new media'</li> <li>• Facilitated analysis of participants' case study</li> </ul> <i>Visit Government News Co-ordination Centre</i>
Day 5	Exercise <ul style="list-style-type: none"> <li>• Major table top exercise requiring participants to manage a government crisis: interactive exercise based on a recent international event, developing the main issues raised during the event</li> <li>• Report back and completion of action plans</li> <li>• Discussion</li> </ul>	Solving your problems <ul style="list-style-type: none"> <li>• Outstanding issues raised by participants</li> <li>• Final plenary</li> <li>• Evaluation of the workshop</li> <li>• Presentation of certificates of attendance</li> </ul>

We reserve the right to change the programme as necessary.

### Language

The workshop is conducted in English. You will need to have a good working knowledge of the language.

### Location and arrival arrangements

The workshop is based in central London. We can arrange travel to and from one of the London airports into central London if you let us have your flight arrival details in good time. The cost of airport transfers is included in the workshop fee.

### Fees

The fee for the workshop will be £2,170. It includes tuition, travel to and from the airport in London, travel on scheduled visits which form part of the programme<sup>1</sup>, presentation material and other documentation. It also includes an Android tablet for you to use during the workshop and take home with you. We also provide a light lunch and refreshments during each working day as part of the fee.

### Other costs

Airfares and daily travel to and from the workshop venue are not included. Our workshops are non-residential and you are responsible for your accommodation costs. We can help you with booking hotel accommodation so please let us know if you would like us to advise you or make a reservation. We suggest that you should allow approximately £160 per day for a modest standard of hotel (for example, three-star), local travel in the UK, meals (apart from a light lunch on working days) and other incidental expenses.

### Value Added Tax

We do not have to charge UK Value Added Tax (VAT) if you can provide written confirmation from your government or its accredited representative that you are “employed by the government in furtherance of its sovereign activities”. In all other cases, we will have to charge VAT (currently 20%) in addition to the fee.

### Ways to pay

You, or your government agency, can pay by bank transfer or by cheque, made payable to Public Administration International. We also accept payment by credit or debit card but there is a surcharge for this way of paying. Please contact us if you would like to pay by credit or debit card.

### Discounts

We offer a 10% reduction on the full tuition fee if we receive payment no later than 21 days before the first day of the workshop. If we receive payment after that, we will charge the full tuition fee.

Additional discounts may be available. Please contact us if you would like to discuss options.

### Cancellation

If you have to cancel your booking, you must let us know in writing and we will acknowledge in writing your cancellation.

### Substitutions and transfers

If you have booked a place on a workshop and are not able to attend, we will accept an appropriate substitute at any time without penalty, but our normal terms and conditions will apply. Also, it is possible to transfer to a future workshop, but only one transfer is permitted. Please get in touch with us and we will advise you about transfers.

*Please see our website for our full terms and conditions. If you prefer a hard copy of our full terms and conditions, please let us know.*

<http://www.public-admin.co.uk/terms-and-conditions-for-booking/>

### Insurance

We advise you to arrange travel and health insurance cover before you leave your home country.

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<sup>1</sup> Travel to and from one of the London airports and on scheduled visits in the programme are provided at cost.

### Workshop Director

The Workshop Director will be Ian Cameron. Ian is an International Media and Communications Consultant, combining 35 years' broadcast experience as Reporter, Producer and News Editor in the BBC and ITV with the academic rigour needed for a Master's Degree in Civil Protection. He's a NATO Civil Expert in Risk Communication and Media; a Consultant and Associate Trainer at the UK Emergency Planning College and a member of the National Steering Committee for Warning and Informing the Public, which advises the UK Government. Ian has a wealth of experience dealing with emergencies and disasters. As well as covering and coordinating news coverage for the BBC, he was also a member of the BBC Business Continuity and Disaster Recovery Team. He is part of the Emergency Management Improvement Programme at the Sellafield Nuclear Decommissioning and Reprocessing Plant. He has also been involved with a number of EU projects, including the EDEN CBRNe Project, SPRES Oil Pollution Project and the AWARE programme about cross-border cooperation during a crisis.

### Who we are

PAI (Public Administration International) specialises in management consultancy, training and development services for organisations in, and associated with, the public sector worldwide. We provide advice and support for governments going through political, economic, structural and legislative change. Our extensive network of associates includes practitioners, academics and independent consultants. Our key objectives are promoting good governance and good practice in delivering public services. This workshop is one of a number of specialist UK-based professional development workshops designed to meet the needs of public services worldwide.

### We pride ourselves on our:

- High quality, practical advice and support for our clients
- Professionalism and integrity
- Ability to offer excellent value for money
- Sound experience and track record internationally
- Networks and partnerships across the world
- Flexible, collaborative approach
- Friendliness and focus on putting people first.

### How to apply

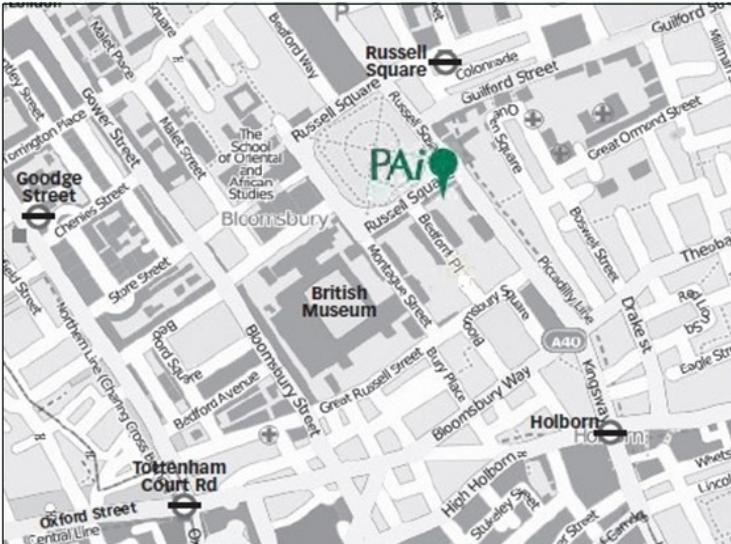
Please complete the PAI application form and post, fax or email it to Clare Walters, Programme Manager, at the address on the bottom of the page.

You can also apply online via our website [www.public-admin.co.uk](http://www.public-admin.co.uk)

If you would like to discuss this workshop, any of our other international workshops or our consultancy services, please contact Claire Cameron, Director.

We also have extensive experience of designing tailor-made training (from one day to two or three weeks) which can be run in your own country or in the UK to meet the specific needs of groups or individuals at all levels within your organisation. Please contact us if you would like further information.

### Where we are



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