

Invitation

Crisis Communications Workshop and Media Training

Wednesday, 24 October 2018 | German Shipowners' Association | Hamburg

09:30 – 13:00 **Workshop** | 14:00 – 16:30 **Media Training**

VDR invites you to join Navigate Response for a crisis communications workshop including a live media response exercise which will give all participants an opportunity to practice engaging effectively with the media and social media via Navigate Response's proprietary media simulation platform – Triton. For the best experience of the social media simulator, please bring a laptop or tablet. The simulator can be accessed on a mobile phone, but a larger screen is highly preferable as you will need to engage and write responses.

About Navigate Response

Navigate Response is the strongest global crisis communications network specialising in the international shipping, port and offshore industries; headquartered in London and Singapore, they operate a global network of 42 offices in 28 countries around the world including an unsurpassed presence in the United States. Navigate Response manages the media response on behalf of its clients for over 60 maritime incidents a year. www.navigateresponse.com

Triton media simulator

Triton is the only media simulator developed specifically for the maritime and oil and gas sectors to provide a highly realistic experience. Utilised for exercises by Shell Tankers, the UK Maritime and Coast Guard Agency, the Royal National Lifeboat Institute, P&I Clubs, and leading shipowners, Triton delivers an unparalleled test of an organisation's media response plans and systems. Triton's user friendly and intuitive interface is instantly recognisable to anyone familiar with media and social media monitoring and management platforms. The web-based platform is accessible on any internet enabled device. www.navigateresponse.com/triton

Participation fees: Crisis Communications Workshop: € 349,- (€ 49,- for VDR members)
Media Training: € 349,- (€ 49,- for VDR members)

Venue
VDR Headquarters
3rd floor
Burchardstraße 24
20095 Hamburg

Date
24 October 2018
09:30 – 13:00 (Workshop)
14:00 – 16:30 (Media Training)

Please register online

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Agenda

> Crisis Communications Workshop

09:30

Introduction to crisis communications in the maritime sector including, strategy, case studies and a discussion about the evolving vetting landscape.

10:30

Divide groups into teams and prepare for exercise

- Each team will be given the same starting point, but each team's actions will determine a different outcome.

10:45 | Coffee break

11:00

Exercise starts

- Triton and our actors will respond to each team's actions (or inactions). In addition to responding via simulated social media, participants will be pressed to respond to telephone calls from journalists, will be ambushed by a camera crew and will have the opportunity to provide a formal interview on camera. Navigate Response's crisis response managers will move between the teams and provide advice and support.

12:15

End exercise and debrief

- By comparing the strategic choices made by each team, we will explore what worked and what created unnecessary controversy.

12:45

Summary and closing thoughts

13:00 | Light lunch

> Media Training

14:00 –

16:30

Want to refine your communications skills further?

Join Navigate Response for a media interviews skill building session. Navigate Response's team will deliver an in-depth afternoon training session to a selected group of participants. The session will include significant practical exercises with Television, radio and print style interviews. Certificates can be provided upon request. Limited to one person per company.