



Independent
Association of
Prep Schools

P35 Managing the media: dealing with a media crisis and using the media to proactively promote your school

Date Tuesday 11 January 2022
Venue Online via Zoom
Cost £125 (non IAPS members – additional £50)

Schools are full of good news, but they can also be thrown into a media crisis at a moment's notice. Understanding how to handle the media when a challenging situation arises is vital for the reputation of your school. It is also important to use the media to proactively promote the activities of your school. On this engaging seminar delegates will learn how to use the media more proactively, drip-feeding positive stories to raise your profile and enhance your reputation. Participants will also learn how to spot and avert a potential media crisis and how to handle the media effectively should a serious incident occur.

Audience Heads, deputy heads, senior staff, press officers, marketing professionals, senior leaders

Objectives Develop key messages for your school and your story, learn how to write an effective press release, learn how to answer difficult questions and learn to take control of a media interview.

Course Director Andrew Carapiet, Media, PR and communication skills trainer

Programme: Tuesday 11 January 2022

0915 Registration and welcome

0930 Session 1

1100 Break

1115 Session 2

1300 Q&A and course close