

# The Changing Media Landscape

Key issues for dealing with social media and fake news



One-week professional development workshop  
23 to 27 May 2022 in London



ACCREDITED  
BRITISH ACCREDITATION COUNCIL  
ACCREDITED SHORT COURSE PROVIDER

PAi is accredited by the  
British Accreditation Council  
for Independent Further and Higher Education

## About the workshop

The media landscape has been changing continuously and rapidly over the past ten years but the COVID-19 crisis has supercharged the rate of change. False information about the virus has led to riots and political changes and has put the lives of thousands of citizens at risk. So it is essential to understand the new dynamics of social media and how to develop an effective and modern communications strategy that is both flexible and capable of adapting at a moment's notice 24 hours a day.

Planning and protecting citizens from natural and man-made hazards is becoming ever more demanding. Popular uprisings, flooding, earthquakes, tsunamis, volcanic eruptions, nuclear emergencies, terrorism and disruption to essential services are just some of the 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 the failure of banking systems, in which instant communications between individuals have changed the face of politics for ever. In addition, fake news has dominated discussions since the US Presidential election in 2016 and politicians have become increasingly nervous about the effect that this may have on elections. These events show how rapidly crises can develop and how important it is for governments to manage their communications efficiently and effectively to avoid destabilising their ability to govern.

This workshop will show you how to plan and prepare your communications with the public. We cover everything from detecting and countering both misinformation and disinformation as well as how to produce vodcasts – broadcast quality video reports on your mobile phone - to build trust and enhance your online credibility. We will show you the key principles that underpin risk communications and techniques for handling hostile TV interviews - performing on camera and online for traditional media.

During the workshop, we will demonstrate 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 explain how to select the right messengers for different audiences.

We will explore crisis management and the way communication can be used as a crisis 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 stress 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:

- Develop your media and communication skills so that you can stay focused on the important role of monitoring and responding to what concerns the public
- Raise awareness of the importance of risk communication planning in developing 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 media reacts to risk, the influence this has on the public and the importance of building good relationships with both traditional media and community leaders on social media
- Future proof your career by providing essential communication skills, such as video literacy, that you will need within the next three years.

## What the workshop will cover

This workshop will concentrate on:

- Understanding the needs of the media and working with them to achieve an accurate, speedy and consistent flow of information to key stakeholders
- Reviewing traditional and social media outlets, including digital broadcasting, the internet and how to target different audiences
- 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 communication strategies, including gathering intelligence from research, websites, and the media to make your strategy comprehensive
- Understanding the importance of producing your own high-quality video and picture proofs to counter fake news.

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

Please bring with you an example of an incident or 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.

*"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 Davies

Permanent Secretary

Ministry of Health and Social Development

British Virgin Islands

## 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> </ul> Presentation: the changing media landscape and the impact of social media	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> Countering fake news and how to deal with fake news online: part one Participants' informal presentations
Day 2	Planning strategies <ul style="list-style-type: none"> <li>• To deal with a crisis</li> <li>• Presentation and discussion: an examination of a recent international crisis</li> <li>• The role of Central Government</li> <li>• Keeping on top of social media</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>• Video literacy: how to make broadcast quality video on a smart phone</li> <li>• How the written media see crisis</li> <li>• The media and press conferences: practical experiences</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 communication 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>• Countering 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': the importance of video and picture proof points</li> <li>• The effects of fake sites, bots and trolls</li> <li>• Facilitated analysis of participants' case study</li> <li>• AI tools for detecting and countering Fake News</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</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>

At the time of preparing this brochure, we are planning to include site visits in the programme as indicated above. However, if Government guidelines relating to Coronavirus pandemic advise visit hosts against accepting visiting groups we will arrange to connect with them virtually.

We reserve the right to change the programme as necessary.

### Workshop Director

The Workshop Director will be Ian Cameron. Ian is an international media and communications consultant, combining 35 years' broadcast experience as a reporter, producer and news editor in the BBC and ITV with the academic rigour needed for a Masters' Degree in Civil Protection. He's a NATO Civil Expert in risk communication and media and a member of NATO's core planning team for major exercises involving 1200 people and 30 nations; 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.

As well as covering and coordinating news coverage for the BBC, Ian was also a member of the BBC Business Continuity and Disaster Recovery Team. He was a member of a team that trained 500 BBC staff to become video journalists and he also taught video literacy at TV4 and TV3 in Sweden and Denmark. He was 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 PACE exercise involving 30 ambassadors, EDEN CBRNe Project, SPRES Oil Pollution Project and the AWARE programme about cross-border cooperation during a crisis.

### How to apply

Please complete the PAI application form online via our website:

[www.public-admin.co.uk/booking-form/](http://www.public-admin.co.uk/booking-form/)

You can also complete our hard copy application form. Please contact us at [pai@public-admin.co.uk](mailto:pai@public-admin.co.uk) to obtain a copy. Once completed return to Amanda Anderson, Programme Manager at the same email address.

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.

## 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 £2,210. 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 a sim-enabled Android tablet for you to use during the workshop and take home with you for future reference and follow up. 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 28 days before the first day of the workshop. If we receive payment after that, we will charge the full tuition fee.

## Cancellation

If you have to cancel your booking, you must let us know in writing and we will acknowledge in writing your cancellation. For cancellations received up to 29 days before the start of the workshop we will refund the tuition fee, minus a charge of £200 to cover our administration costs. For cancellations received within 28 days of the start of the workshop, we will charge the full tuition fee. If you have paid the tuition fee and have subsequently been refused a visa to enter the UK, we will refund the tuition fee, minus a charge of £200 to cover our administration costs, providing you send us the original letter from the British High Commission/ Embassy confirming refusal of a visa and providing you have not entered the UK.

## 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

## Substitutions and transfers (continued)

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.

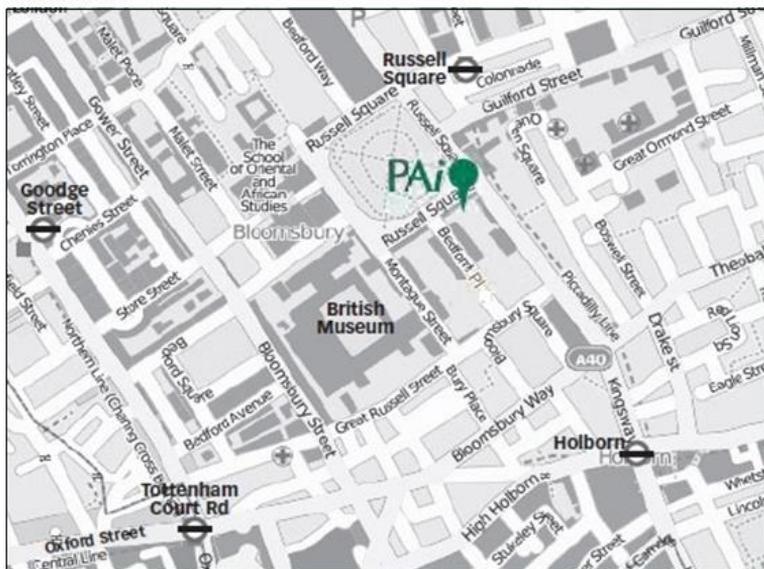
## Who we are

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.

Where we are



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