

# ALDER

## TRAINING



How to handle  
crises under  
pressure





# ABOUT ALDER

The communication demands in a crisis are intense, and decision-making has to take place at high speed and under great scrutiny. Alder specialises in supporting clients at such times, with a combination of PR support, strategic counsel, and stakeholder management advice.

Our experts have decades of experience, and working with the country's leading lawyers, we advise on how to handle a whole range of issues that can arise from a sudden incident, legal dispute or unexpected communications challenge.

Once a crisis has passed, it is important to implement a recovery strategy focused on rebuilding relationships with key partners and the media. Our specialist recovery team works with clients across a range of sectors on restoring stakeholder confidence.

“We felt very supported with Alder's sensible guidance. Alder was extremely responsive, and we have only positive feelings about the entire experience with Alder.”

Legal Director, health and social care charity

## *Alder /'ɔːldə / noun*

*The alder tree has long been  
a symbol of protection,  
stability and restoration.  
Its wood was historically  
employed for the building of  
wharves and flood defences.  
Even after centuries under  
water, alder doesn't rot,  
but is instead strengthened  
by every breaking wave.*



# OUR COURSES

Training is an essential part of crisis preparation, embedding core communications principles and stress-testing your team's ability to respond to multiple competing demands at pace. Our training programmes are designed to complement your schedule and requirements.

It is also important to consider training as part of your crisis recovery strategy. Most organisations will identify weaknesses in their crisis response or team dynamics following an incident; however, that work is only useful if key lessons are acknowledged and actioned.

## Print Media Training


In the fast-paced digital age, it is essential to understand how the media works, as well as how to handle journalists and how to get your stories noticed. Our courses are designed to equip in-house teams with essential media skills from handling hostile media enquiries to perfecting pitches to journalists. Whether you are new to the world of PR and media, or you are an experienced communications professional, all our courses are bespoke and can be tailored to your audience.

“Answers to questions were specific and thorough. Good overview and 'insider' knowledge. Also reassuring!”

Communications Manager,  
independent school







"The sessions were interesting, informative and full of content and really hit the brief of tips and hacks to use when dealing with a crisis. You produced a really engaging day. The team all really loved it and have given me some brilliant and positive feedback."

Director of Publicity, national broadcaster

## OUR COURSES INCLUDE:

### Understanding the Newsroom

In this session led by former Sun chief, Ben Griffiths, you will learn how newsrooms work and what terminology such as 'off the record' and 'on background' means as well as what journalists are looking for and what time constraints they work under.

### Media-handling training – dealing with approaches from journalists

This course will hone your media skills and how to deal with journalists' approaches whether by email, phone, social media, or at your place of work or home. You will also have an introduction to the legal and regulatory framework.

### Press Regulation

An introduction to the Editors' Code and press regulation, including actions that can be taken when there has been a breach. This course will help you spot journalistic 'bad behaviour' and advise you on how to make complaints to the regulator.

### Press release Masterclass

Hone your in-house teams' copywriting skills with this practical session that will provide you with the fundamentals to style and structure and will help you make headlines. Learn how to add value to your press releases with former BBC and Mail on Sunday correspondent, Alison Brace.

## Broadcast

Broadcast interviews are very different from traditional press interviews – it is one thing knowing your key messages, it is another thing entirely holding the line under intense scrutiny miked-up on camera.

Our broadcast training prepares attendees for performance under pressure, including hostile interview practice; interview style management, including body language and soundbites; and a recorded interview experience, with playback and analysis

We can provide studio-based training in London, with fully equipped, broadcast-quality TV, radio and podcasting studios. We also have a network of external trainers that we can call upon to deliver training when needed.

## Crisis Simulations

Our 2-hour interactive tabletop exercises test your organisation's existing reputational risk management and crisis response procedures, with bespoke scenarios designed to tease out any vulnerabilities.

Through this hands-on experience, you will develop a deep understanding of your team's strengths and areas for improvement, as well as the core crisis mechanics of communication channels and clear roles and responsibilities.

Our experts will guide you through each stage, offering expert insights and constructive feedback to enhance your crisis response capabilities, with written feedback on improving your existing protocols.



## Voice and Public Speaking

Communication can be broken down into manageable building blocks. Even the most confident public speaker can strengthen their skillset by identifying areas that require further development.

Our specialist public speaking trainer will work one-on-one with senior leaders and spokespeople to create a bespoke session focusing on the physical aspects of speaking to an audience.

Whether you have already identified areas you want to work on or need some guidance to bring this to light, our trainer will provide both the technical approaches to improving speaking in public along with some practical exercises for the body, breath, and voice that can be used to improve how you present.



## ALDER TRAINING

We will work with you to build a training course tailored to your needs. All our print media training courses can be delivered online or in-person. Broadcast media training is delivered in-person and we can provide studio-based training in London.

### Online Training

Our team of experts can deliver a bespoke session with sector-specific vulnerabilities and crisis strategies. Our online training sessions can be delivered remotely via Zoom, Microsoft Teams, or Google Meet. Once we understand what we want to get out of the session, we can advise on the time it will take –this can vary from a 1-hour training session to a half-day course.

### In-person Training

All our training days include bespoke content catered to your sector vulnerabilities, risk profile, recent media performance and any specific needs identified by your team. A member of the team will come to deliver the training day at your location, and this can either be a half-day or full-day session.

## COSTS

Training is charged at a bespoke rate depending on your needs. For a discreet, no obligation call please contact us on 020 7692 5675 or email [enquiries@alder-uk.com](mailto:enquiries@alder-uk.com).

"I just wanted to email to say thanks again for the training – it was a really interesting and insightful session and the feedback from the team has been fantastic. We all learnt so much and are so much more prepared now, so thank you."

Communications Manager, regional charity





# OUR TEAM



**TIM TOULMIN**  
Managing Director

Tim has a wealth of experience giving crisis PR advice on issues including sudden incidents and fatalities; civil litigation; arrests and criminal trials; inquests; employment disputes and EDI matters. Tim combines these learnings with his past experience as Director of the Press Complaints Commission to ensure that no stone is left unturned for clients across our range of trainings. Tim founded Alder in 2010.



**MIKE PEARSE**  
Specialist Partner,  
Broadcast

Mike is one of the most experienced journalists in the country and a former Broadcast Journalist of the Year. During a hugely successful career he has reported on an enormous variety of stories for ITV and BBC News, ranging from every general election since the 1980s to major accidents such as the Concorde tragedy. Mike employs his wealth of experience to help clients prepare for media engagement through our broadcast training course and hostile interview practice.



**SUE BISHOP**  
Specialist Education &  
Charities Partner

Sue gives strategic advice to schools and charities. Before joining Alder, she was Director of External Relations at the Heads' Conference and Director of Communications at Christian Aid and ActionAid UK. She has worked for Newsnight, BBC News, Watchdog, Dispatches and The Mirror. Sue works across our training days and broadcast courses.



**BEN GRIFFITHS**  
Specialist Partner,  
Media Relations

While leading news and features teams at News UK and Reach PLC, Ben was at the centre of some of the biggest stories of the last two decades. With a strong network of contacts, Ben knows who and what it takes to ensure clients get their message across, especially during a media crisis. Ben provides training days and seminars which are heavily focussed on engaging with journalists and managing stories.



**CARRIE BIRMINGHAM**  
Specialist Partner,  
Crisis HR & Cultural  
Transformation

Carrie is Alder's specialist HR partner, helping organisations put their people at the heart of their crisis response and helping them unearth cultural hotspots that lead to reputational damage. She is an experienced and qualified HR Director, OD consultant, facilitator and coach. Carrie supports with training when there are cultural issues that need to be addressed.



**ALISON BRACE**  
Specialist Partner,  
Proactive Education PR

Alison helps schools build strong reputations by devising and delivering strong media relations campaigns so they can tell their stories in a positive way. She has an extensive knowledge of schools and the education media having been an education correspondent for national and local newspapers and the BBC, and a columnist for the Times Educational Supplement. Alison delivers our press release masterclass training session.



# CONTACT US

For a discreet, no obligation discussion about your needs, or for more information about bespoke sessions, please call us on 020 7692 5675 or email [enquiries@alder-uk.com](mailto:enquiries@alder-uk.com).



**ALED PEDRICK**  
Specialist Partner, Voice & Public Speaking

Aled trained at the Guildhall School of Music and Drama and is a professional actor, singer and theatre director. When Aled is not at Guildhall, he is lecturing at Arts Ed drama school, Identity School of Acting, Florida State University, London Southbank University, University of Wales and other institutions across the UK. Aled leads our public speaking training course and uses his experience in the arts and on camera to help spokespeople prepare for media attention.



**JACK MYERS**  
Senior Account Director

Jack supports clients on a range of issues and ensuring they are prepared for any crisis event. He has advised on a variety of reputational issues including EDI matters and governance disputes. Jack works across our training courses, applying his wealth of experience of managing crises across Alder's practice areas. Jack joined Alder following senior consultancy roles at a range of specialist communications firms.



**JOE MACINTYRE**  
Account Manager

Joe supports Alder with case management, business development and marketing strategy. Having read European Studies at Trinity College Dublin and worked at two of the top 100 QS ranked Universities in the world, Joe provides strategic advice across all of Alder's practice areas. Joe assists in the development and facilitation of training courses.

