
Equipping leaders to feel
confident, credible, and
in control of their message.

the
briefing
room.

Morrow
communications



Communications readiness

In today's always-on society where change and volatility are never far away, communications readiness and message delivery are essential leadership skills. Media scrutiny is constant, stakeholder expectations are rising, and employees look to leaders for clarity and confidence, particularly in uncertain times.

The Briefing Room provides full-service communications preparedness support and coaching. We equip leaders to speak with assurance and credibility across media, digital, stakeholder, and internal channels, making sure you are in control when it matters most.

Through our bespoke training, leaders learn how to represent their organisations with authority and consistency, whoever the audience and whatever the platform. Participants learn about the media environment, how to make the most of interview and public speaking opportunities, how to establish and present key messages with confidence and how to enhance diplomacy skills. Together, these capabilities manage uncertainty, protect reputation, reduce risk, and empower leaders to shape the narrative rather than react to it.



Your delivery partner

Morrow Communications has over 40 years' experience of supporting organisations across the private, public and voluntary sectors to build and protect reputations. This includes household brands and top 100 companies such as Dale Farm, Pilgrim's Europe, Asda, Mutual Energy and AIB. It also includes many public sector bodies, representative groups and third sector organisations.

Throughout this time, we have worked closely with the training academy Kellyvision, founded by respected broadcasters Donna Traynor and Ronan Kelly. Between them, Donna and Ronan bring decades of experience from some of the UK and Ireland's most recognisable media outlets, including RTÉ, BBC, UTV, U105 and Downtown Radio.

Together, we bring you The Briefing Room, providing full-service communication readiness support.



onna Traynor
Conference Host



Voices of Leadership
Conference

Services

We are here to prepare you ahead of any eventuality.

The Briefing Room services includes:

- Facilitated messaging workshops, message development and testing
- Media interview preparedness, with practical simulations and feedback
- Stakeholder engagement support and preparedness, whatever the event or occasion - from the formal such as giving evidence in front of a committee or delivering a speech - to more informal opportunities
- Crisis preparedness planning and focused crisis media training
- Presenting with impact, confidence building and presentation skills training

All support is tailored to your organisation and communication needs and can be delivered as a one-off service, or with wider PR, digital or corporate affairs support.

Example packages

A range of Briefing Room packages are available, including bespoke half-day and full-day programmes depending on delegate numbers, group training, refresher sessions and one-to-one coaching. A range of example packages are shown below, each of which is tailored to your specific requirements. All training can be hosted in the Morrow Communications coaching facility, recreating the media environment, with refreshments provided.



Full-day communications readiness workshop for up to six delegates



Half-day readiness workshop for up to four delegates

Participants are first guided through the principles, tools, and techniques of effective engagement, before moving into practical, real-world simulations that test and refine those skills. The workshop includes:

Theory

- Situation analysis and scenarios bespoke to your sector and circumstances.
- Understanding how newsrooms work and stakeholder insights.
- Identifying key messages, talking points and making the most of opportunities.
- Techniques in how to visualise, organise and deliver your messages.
- Handling tough, hostile, or unexpected questions.

Practical

- Body language assessment including vocal tone and control.
- Camera and studio performance with on-air confidence.
- Coping with nerves or interview anxiety.
- Realistic mock interviews across broadcast and digital platforms followed by playback and feedback.

Example packages



Refresher session

Have you or your team already completed media training or a comms readiness course and need a refresher?

We can deliver bespoke sessions to refresh messaging, update scenarios, run mock-interviews and help build confidence.



1-1 executive coaching

Personalised one-on-one coaching that assesses and supports your natural speaking style, and how you respond under pressure.

Coaching can be particularly helpful in advance of a specific opportunity, campaign or speaking engagement, such as committee appearances, conference presentations or giving evidence.

The session includes message testing and ownership, to ensure a confident delivery, tailored to your strengths with challenging mock interviews and feedback.



Messaging workshops

Need a closer look at messaging?

We help create compelling narratives through our facilitated workshops. We examine your talking points - how you view yourself, how you want to be perceived, your unique selling points - and how to communicate this through supporting messages, proof points and soundbites with your key audiences.

Package includes delivery of a bespoke messaging handbook following the workshop.

Reputation Management During a Crisis

A hard-earned reputation is an organisation's most valuable asset. In an age of digital-first and citizen journalism, a story can break and spread before you've had time to react. Being prepared is the difference between managing a moment and being defined by it.

Effective crisis communications is the vital bridge between a disruptive event and long-term recovery. It protects institutional trust, curtails financial loss, and prevents a temporary problem from causing permanent damage.

As part of The Briefing Room services, we provide experienced reputation management and crisis readiness support across online and offline channels and throughout the critical stages of a crisis:

Prepare

Crisis Communications Protocol (CCP)

We help create clear, bespoke crisis comms protocols that work across online and offline channels and considering both internal and external audiences. Within a defined Strategy, Tactics, Organisation and Process (STOP) framework this ensures decisive decision making from the moment a potential issue surfaces.

Social media listening and management

The guardrails are off when it comes to news consumption and the speed and nature of social/digital media now dictates the pace. We can establish social media listening tools very quickly alongside management processes to monitor the mood and tackle misinformation quickly. This underpins getting the right messages to the right audiences, on the right platforms, in real time.

Practice

Emergency exercises

Practice makes perfect and we can help test your preparedness through realistic emergency exercises to refine your plan, including social media and mainstream media simulations, mock interviews and delivery.

Channels and content control

A CCP is only as strong as the channels and content behind it. We work with you to audit, build and refine your internal and external communication channels and content strategy – traditional and social – so you're publishing from a position of strength and taking control of the message when the pressure is on.

Reputation Management During a Crisis

Deliver

Strategic advice

We offer 24/7 support and strategic advice at every stage, from first response through to recovery. This covers both external and internal communications to ensure message consistency.

Crisis management and delivery

We're with you every step of the way - drafting and issuing statements, supporting staff communications, briefing spokespeople in real time, and managing media, social media and stakeholder enquiries.

Digital content capture and messaging

As your team delivers under pressure, we can capture broadcast-quality footage, photography and audio of statements, briefings and interviews to establish the single source of truth. This gives you a verified record and ready-to-use content that reflects your brand and message and helps you control the narrative.

Recover

Post-crisis debrief

Every crisis teaches something. We run a structured debrief to capture what worked, what didn't, and what needs to change, sharpening your CCP and your readiness, alongside operational colleagues to ensure communications and reputation management remains at the heart of crisis management.

Reputation recovery and monitoring

When trust is lost it doesn't rebuild itself. We track sentiment and coverage in the weeks and months that follow, advising on the proactive communications needed to move the story on and to begin the restoration of your valuable reputation.

Get in touch to discuss how we can bolster your crisis preparedness.

Client experience



"The Briefing Room partnership creates a highly seasoned, formidable team when it comes to the delivery of bespoke communications training. Their communications training, delivered to our team of Executive Directors and senior leaders was one the most impactful training sessions I've ever experienced in my 25+ year career. It was precisely customised to our requirements - particularly the media crisis training which is truly in a league of its own."

Bryson Charitable Group

"The practical nature of the training and the challenging questions tailored to the relevant subject matter helped me both tailor my responses to the audience and consider my communication style."

Indaver NI

"We were delighted with the session. The Briefing Room team made us feel very relaxed and we got the best out of the session as a result. The takeaway mind maps were brilliant and will help us stay focused when it comes to future media and speaking opportunities."

NI Hospice

Join us in The Briefing Room

Interested in finding out more? Get in touch with our specialist team to book your session, request a bespoke quotation or to answer any questions you might have.

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