

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Risk and crisis management

Title	Liaise with the media and arrange for the distribution of press releases
Code	110711L5
Range	This unit of competency involves presentation and communication skills. Practitioners should be able to master the knowledge of liaising with the media and arranging for the distribution of press releases, to formulate procedures for distributing press releases, and to manage media interviews and information releases.
Level	5
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the knowledge of liaising with the media and arranging for the distribution of press releases</p> <ul style="list-style-type: none"> • Master the skills for establishing collaborative relationships with the media • Write press releases to clearly explain the incidents • Master good presentation skills <p>2. Formulate procedures for distributing press releases, as well as managing media interviews and information releases</p> <ul style="list-style-type: none"> • Establish a media centre <ul style="list-style-type: none"> ○ After a crisis, set up a media centre and arrange spokespersons to maintain contact with headquarters ○ Collaborate with on-site security personnel to assist TV reporters in obtaining suitable broadcast locations • Explain the contingency plan <ul style="list-style-type: none"> ○ Be honest, trustworthy, and maintain transparency of information. Ensure integrity by adopting the principle of openness for known and unknown matters • Provide information about the accident to the media as soon as possible <ul style="list-style-type: none"> ○ Provide five key pieces of information <ul style="list-style-type: none"> ▪ The people involved ▪ What happened ▪ The location of the accident ▪ The time of the accident ▪ The cause of the accident ○ If part of the information is uncertain, briefly explain to the reporter and promise to reply as soon as possible • Keep the victims in mind <ul style="list-style-type: none"> ○ If the incident involves casualties, the press release should include support for the victims to show the compassionate side of the travel agency • Avoid guessing at the cause of the incident or shirk responsibility, which damages the company's integrity • Deny false media reports <ul style="list-style-type: none"> ○ If a media report is found to be inaccurate, contact the relevant media immediately to clarify the facts ○ Do not respond to hypothetical questions • Publish news information on the company website <ul style="list-style-type: none"> ○ Communicate directly with the public through the company website to explain the truth about the incident and the company's efforts to end the crisis • Collaborate with other stakeholders to release messages

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	<ul style="list-style-type: none">○ Proactively provide the latest messages to organisations related to the incident to ensure the consistency of information transmission, including the police, Travel Industry Council, airlines, and Hotels Association, etc. <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none">• Tell the facts frankly and sincerely. Never try to cover up the incident or lie
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none">• Master the knowledge of liaising with the media and arranging for the distribution of press releases; and• Formulate procedures for distributing press releases, as well as managing media interviews and information releases
Remark	