

An aerial photograph of a forest, showing a complex network of tree canopies and paths. The image is heavily filtered with a dark teal or blue color, creating a moody and atmospheric effect. The text 'rakhana' is centered in the middle of the image in a white, serif font.

rakhana



Urmee Khan is a seasoned media professional and crisis management expert with a proven track record in the industry

As the founder and CEO of Rakhana, a boutique media-crisis agency, she provides strategic guidance to high-profile clients across various sectors. Prior to founding Rakhana, Urmee held leadership roles at renowned media outlets such as Business Insider UK, CNN International, BBC News Channel, and The Guardian. Her extensive experience in the media industry, coupled with her strategic acumen, makes her a trusted advisor in navigating media crises.

Beyond her professional achievements, Urmee is also a co-founder of a non-profit media start-up aimed at promoting political engagement among millennials and is actively involved in fostering unity among different faiths and mentoring BAME journalists. Her commitment to diversity and inclusion, along with her media expertise, sets her apart in the field.



Training package

The Rakhana Media Training Package is designed to equip individuals and teams with the skills and confidence to handle media interactions effectively, particularly during a crisis.

Here's a general outline of what it might include:

1. Understanding the Media Landscape:

- Overview of different types of media (print, broadcast, digital, social)
- Understanding how journalists work and what they're looking for

2. Message Development:

- Crafting clear, concise, and compelling messages
- Bridging techniques to stay on message

3. Interview Techniques:

- Understanding different types of interviews (live, pre-recorded, phone, in-person)
- Tips and techniques for handling tough questions

Crisis package

The Rakhana Crisis Package is designed to provide comprehensive support to organizations during a crisis. Here's a general outline of what it might include:

1. Crisis Assessment:

- Initial consultation to understand the nature and extent of the crisis
- Risk assessment to identify potential impacts and vulnerabilities

2. Crisis Management Plan Development:

- Development of a tailored crisis management plan
- Identification of key roles and responsibilities during the crisis

3. Media Management:

- Development of key messages for media
- Media training for key spokespersons
- Management of media inquiries and press conferences

4. Stakeholder Communication:

- Development of communication strategies for different stakeholders (employees, customers, investors, etc.)
- Assistance with drafting and disseminating communication materials

5. Crisis Monitoring and Management:

- Ongoing monitoring of the crisis and media coverage
- Regular updates and adjustments to the crisis management plan as needed

6. Post-Crisis Analysis and Report:

- Analysis of the crisis management process and outcomes
- Recommendations for improvements and future crisis prevention

7. Post-Crisis Support:

- Follow-up consultations to ensure the organization recovers effectively from the crisis
- Additional training or support as needed

Social media package

The Rakhana Social Media Package is designed to help organizations effectively manage their social media presence, particularly during a crisis. Here's a general outline of what it might include:

1. Social Media Audit:

- Review of current social media platforms, strategies, and performance
- Identification of strengths, weaknesses, and opportunities

2. Social Media Strategy Development:

- Development of a tailored social media strategy aligned with the organization's goals
- Identification of key platforms, target audiences, and content themes

3. Content Creation:

- Development of engaging and relevant content for different social media platforms
- Assistance with graphic design, video production, and other content needs

4. Social Media Management:

- Regular posting and engagement on selected social media platforms
- Monitoring of social media trends and conversations

5. Crisis Communication on Social Media:

- Development of a social media crisis communication plan
- Training on how to handle social media during a crisis

6. Social Media Advertising:

- Development and management of social media advertising campaigns
- Optimization of ads for maximum reach and engagement

7. Reporting and Analysis:

- Regular reports on social media performance and insights
- Recommendations for strategy adjustments based on data analysis

Conference training package

The Rakhana Conference Training Package is designed to prepare individuals and teams for speaking engagements and panel discussions at conferences. Here's a general outline of what it might include:

1. Understanding Conference Dynamics:

- Overview of different types of conference formats and expectations
- Tips for effective networking and audience engagement

2. Speech and Presentation Development:

- Assistance with crafting compelling speeches and presentations
- Techniques for storytelling and data visualization

3. Public Speaking Skills:

- Training on voice modulation, body language, and stage presence
- Techniques for managing nerves and building confidence

4. Panel Discussion Preparation:

- Understanding the dynamics of panel discussions
- Tips for contributing effectively and handling challenging questions

5. Practical Exercises:

- Mock presentations and panel discussions with feedback
- Role-play exercises for networking and audience engagement

6. Post-Training Support:

- Follow-up sessions to refine speeches and presentations
- On-site support at the conference (if required)

In-house media training workshops

Rakhana's in-house media training workshops are designed to equip your team with the skills and knowledge needed to effectively engage with the media. Here's a general outline of what these workshops might look like:

1. Introduction to Media Relations:

- Overview of the media landscape
- Understanding the role and perspective of journalists

2. Developing Key Messages:

- Techniques for crafting clear, concise, and compelling messages
- Practice in distilling complex information into media-friendly soundbites

3. Interview Skills Training:

- Understanding different types of media interviews (live, pre-recorded, phone, in-person)
- Techniques for handling tough questions and staying on message

4. On-Camera Training:

- Tips for effective on-camera presence, including body language and voice modulation
- Mock interviews with playback and critique

5. Crisis Communication:

- Principles of effective crisis communication
- Scenario-based exercises to practice crisis response

6. Social Media Engagement:

- Understanding the role of social media in media relations
- Best practices for engaging with media on social platforms

7. Q&A and Wrap-up:

- Opportunity for participants to ask questions and discuss concerns
- Recap of key learnings and next steps

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