

Full Spectrum News Media Simulation

Mock Newscasts

Social Media Play

Digital & Print Injects

Live Interviews

Scenario-based media simulations add realism and interest to any exercise, briefing, or training activity. SummitET® develops compelling mock newscasts and narrative videos that establish a scenario, help drive drills and exercise play, and allow participants to work in a fast-paced, decision-making environment. Each simulation is customized to meet the intended audience's specific learning needs.



Industry Expert Led

An experienced cadre of former news and multi-media reporters with expertise in strategic communication provide realistic, simulated news media productions.



Real-Time

Exercise players are presented with dynamic, real-time news media stories as the exercise scenario progresses, including live reports, interviews, briefings and news conferences.



Interactive

Our experts provide a challenging insightful experience through live interviews, news conferences, simulated real-time broadcast, digital print stories and social media coverage.



Realistic

Mock media covers the "story" as if it were an actual event by gathering information and producing news stories and social media posts on the basis of what they learn, creating the most realistic exercise environment for the participants.

How it Works

Our team of mock media reporters and social media simulation staff can travel to your site or operate remotely.

1. Based on scenario events and player actions, our reporters produce radio, print, and broadcast news stories and post to various platforms to promote player interactions.

2. Mock media crews conduct interviews and participate in news conferences broadcasting live on private and secure accounts on Facebook, Twitter, or Instagram.

3. Simulated social media messages are generated and disseminated during the exercise by the simulation and mock media staff to reflect what the public and media would communicate during a real-world incident.

4. Some messages are scripted in advance to drive play and injected at pre-determined times. Other messages are injected in real-time based on how the exercise play is unfolding and in response to players.

Preparedness is not an accident®

Prepare your organization and people to manage and respond to crisis situations. When lives and reputations are on the line in today's high-risk, high-threat environment, it's the team with integrated training that will be ready to mitigate and respond to threats.

Get Started

Contact our experts to prepare now.

Info@SummitET.com
(844) 201-4302 | SummitET.com