

Now in our 26th year!

Crisis Communication Management Certification Course & Media Training

Is your organization one of the 50% that doesn't have a crisis communication plan? Or... you have a plan, but it hasn't been updated or exercised recently? If you said yes, you need to attend the most sought-after crisis management workshop in the US! Get the tools and knowledge you need to create or update your crisis communication plan and prepare for tough media interviews with this **intensive hands-on workshop!**

Participants learn to:

- ⇒ Identify business crises and prepare for them
- ⇒ Evaluate organization's vulnerabilities and potential for issues to explode into a crisis
- ⇒ Anticipate issues that may become a crisis
- ⇒ Gain support from senior management
- ⇒ Quantify financial impact of a potential crisis
- ⇒ Develop realistic crisis communications plans
- ⇒ Define stakeholders and prioritize actions for those most likely to get involved
- ⇒ Utilize online and traditional communication tools
- ⇒ Understand and use social media in a crisis
- ⇒ Develop strategy and messaging for employees, media and other critical stakeholders
- ⇒ Minimize negative reactions from key audiences
- ⇒ Debrief and learn from the crisis



**All New for
2016!**

**2-DAY CERTIFICATION
COURSE
& CRISIS MEDIA
TRAINING**

**Denver, CO:
AUG 9-11
Louisville, KY:
OCT 4-6**

PLUS!

Register for both courses and

save \$149!

<http://CrisisConsultant.com>

Crisis communication skills are more critical than ever in this social-media-driven environment. Increase your value to senior management with new insights, tools, templates and skills to protect your organization's brand in the midst of crisis!

ICM'S CRISIS COMMUNICATION MANAGEMENT CERTIFICATION COURSE



is an intensive 2-day program designed to help managers learn to identify the kinds of crises to which their organization is most vulnerable, develop scenario-based crisis

response plans, and work with management to respond, mitigate, and recover from a business crisis. Participants learn about elements of an effective crisis communication plan and how to sell the concept to senior management. **The program is a combination of lecture, group discussions and hands-on exercises designed to help managers think on their feet and respond quickly and confidently in the event of a crisis.** Enrollment is limited to ensure lively discussion and personal attention for each participant. Course content includes:

Day 1:

- ◆ Defining business crises
 - ◆ Types of adverse impact
 - ◆ Measuring financial risk
- ◆ Most crisis-prone industries
- ◆ Most common kinds of crises
- ◆ Five stages of a crisis
- ◆ Why crisis plans are ineffective
- ◆ Growing impact of social media
- ◆ Goal of crisis planning
- ◆ Vulnerability and risk assessment
- ◆ Integrated crisis management plans
- ◆ Managing the Sudden Crisis

- ◆ Dealing with crisis after-shocks
- ◆ Stakeholder management
- ◆ Social media rules of engagement
- ◆ Defining key audiences and their likely reactions
- ◆ Managing media inquiries and interviews effectively and confidently

"I've attended numerous trainings with various experts and organizations. This was the most thorough and was highly beneficial."

Susanna Elliott,
Corporate PR Manager
Alltech



Day 2:

- ◆ Smoldering crises: identification, prevention and management
- ◆ Developing an early warning system
- ◆ Assessing potential business and financial impact and preventing issues from escalating
- ◆ Developing the crisis communication plan; testing and integrating it with operations and business continuity plans
- ◆ Types of crises to plan for
- ◆ Elements of the plan
- ◆ Social media action planning

Who Should Attend

- ◆ Corporate/organization leaders
- ◆ Heads of government agencies
- ◆ Consultants
- ◆ Crisis management team
- ◆ PR / media relations/ communication professionals
- ◆ Human Resources professionals
- ◆ Attorneys and paralegals
- ◆ Plant/operations managers
- ◆ Company spokespersons

PR and Communication Professionals: Earn credit toward maintaining your professional accreditation or certification with this valuable course!

Managing the media effectively in the midst of chaos requires a new set of skills. In this on-camera workshop, train with scenarios that are faculty developed specifically for your organization!

Crisis Media Training



An optional third day of crisis interview training complements the Certification Course. This concentrated session is invaluable for company executives and communications professionals who have to face the news media in crisis situations.

Media training includes multiple on-camera interviews in different settings which focus on likely situations participants may encounter. **Due to the one-on-one nature of media training, enrollment is limited to six participants. Register early to secure a seat!**

"You guys are a lifesaver. I feel much more confident now about handling press inquiries from 'the other side'".

*Jennifer O'Malley,
Director of Public Affairs
Indiana State*

national EMS public information officer during five major hurricanes .

Known as a voice of calm in the midst of chaos and crisis, Deb has earned a reputation as a trusted communications strategist and advisor to C-suite executives, operations management and other organizational stakeholders. She has developed and implemented effective communication strategies for business issues and crises including mergers and acquisitions, bankruptcies, closures and layoffs, natural disasters, labor strikes, controversial development plans, criminal prosecutions and federal civil investigations, workplace violence, executive malfeasance, investor litigation, wrongful death, harassment and abuse investigations, social media attacks and cyber crime,

Faculty

DEBORAH HILEMAN, CMP is President and CEO of the Institute for Crisis Management (ICM), a consulting firm specializing in crisis management and communications planning, training and consulting. Founded in 1990, ICM provides expertise and support to public and private companies, government agencies, non-profit organizations, colleges, universities and other organizations for clients in North America and across the globe.



A certified communication management professional, business leader, coach and consultant with 30 years' experience in public and private companies and non-profit organizations, Ms. Hileman has led high-performing communications and marketing teams in health care, manufacturing, insurance and financial services, nonprofit organizations and higher education. Her most significant areas of expertise include strategic communications planning and reputation/crisis management, change management, employee engagement and training. She is a FEMA-trained incident commander with experience as a

Fees (USD)

2-Day Certification Course \$ 1,749
1-Day Crisis Media Training \$ 1,095
Both Courses \$ 2,695 (Save \$149!)

Registration fees include all workshop materials, lunch and breaks daily. Call to inquire about group enrollment discounts and custom training.

Cancellation Policy

Full refund for cancellation 30 or more days prior to training date. Cancellation within 30 days of training date receives credit toward a future workshop within one year.

Locations

Denver, Colorado

Denver workshops are held at The Hyatt Place Denver Tech Center, ideally located near I-25 and Belleview Avenue, south-east of downtown. Special lodging rates are available to course participants. Details provided at registration.

Louisville, Kentucky

Louisville workshops meet at the all new Embassy Suites Hotel downtown. The venue is just 15 minutes from the Louisville Int'l Airport, and offers a free shuttle. Special lodging rates are available to course participants. Details provided at registration.

Register Today at <http://CrisisConsultant.com> or (888) 708-8351

Name _____ Title _____

I am registering for: 2-Day Certification Course \$1,749 : Feb May August October

1-Day Crisis Media Training Workshop \$1,095: Feb May August October

Both programs \$ 2,695 August– Denver, Co October– Louisville, Ky

Specialty: Public Relations Legal Human Resources Disaster Services Crisis Team
 Labor Relations Financial Government Relations Other _____

Company/Organization Name _____

Address _____

City _____ State _____ Zip _____ Country _____

Phone _____ E-mail Address _____

Make check payable to:

Institute for Crisis Management

Mail payment with this form to:

Institute for Crisis Management
5986 Saddle Creek Trail
Parker, CO 80134 USA
-or-

Email this form to ICM at:
Info@CrisisConsultant.com

**For More Information, call:
(888) 708-8351**

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5986 Saddle Creek Trail
Parker, CO 80134

Enrollment Limited, Register Today!

**CRISIS COMMUNICATION
MANAGEMENT**

CERTIFICATION COURSE

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