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 communications course 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 these intensive hands-on programs!

Participants learn to:

- Identify and prepare for business crises
- 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

Washington D.C.
March 10-12
Denver
May 12-14
Chicago
August 11-13
Louisville, Ky.
October 13-15

Register for both programs and save $395!
https://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 reputation 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 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 aftershocks
- Stakeholder management
- Social media rules of engagement
- Defining key audiences and their likely reactions
- Managing media inquiries and interviews effectively and confidently
- Communicating with employees
- Building your crisis database
- The corporate apology

**Day 2:**
- Smoldering crises: identify, prevent and manage
- Developing an early warning system
- Assessing potential business and financial impacts and preventing issues from escalating
- Developing the crisis communication plan
- 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
- Risk Managers
- Crisis management team
- PR / Communication professionals
- Human Resources professionals
- Attorneys and paralegals
- Plant/operations managers
- Company spokespersons

“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
Managing the media effectively in the midst of chaos requires a new set of skills. In this on-camera workshop, train with faculty-developed scenarios for common crises in your industry!

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!

Faculty

DEBORAH HILEMAN, SCMP is President and CEO of the Institute for Crisis Management (ICM). A globally-certified strategic communications 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 teams in health care, manufacturing, insurance and financial services, nonprofit organizations and higher education. She is a FEMA-trained incident commander with experience as a national EMS public information officer during five major US hurricanes.

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, among others.

SEAN S. CLANCY is ICM’s VP of Business Development and a Senior Consultant. ICM clients benefit from Sean’s 20+ years as a chief communications strategist and advisor to the President/CEO and senior leadership teams of global FORTUNE 500 companies. Applying knowledge as a former state and federal lobbyist, he created and executed a consolidated media relations, government affairs & community relations strategy that netted a chemical manufacturer three federal permits to incinerate liquid hazardous waste, including the first such permit granted in U.S. EPA history. A former award-winning print journalist and credible, articulate corporate spokesperson, Sean coached senior executives for high profile interviews on 60 MINUTES, DATELINE, FRONTLINE and scores of other significant print & electronic placements.

“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 Dept. of Health

Fees (USD)

2-Day Certification Course $ 1,795.00
1-Day Crisis Media Training $ 1,095.00
Both Courses $ 2,495.00 (Save $395!)

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

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.
Make check payable to:
Institute for Crisis Management

Mail payment with this form to:
Institute for Crisis Management
18056 State Line Rd.
South Bend, IN 46637  USA

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

For more information:
+1 (888) 708-8351 US Toll-Free

Register Today at https://CrisisConsultant.com or (888) 708-8351

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Registering for:

- 2-Day Certification Course $1,795 : ☐ March ☐ May ☐ August ☐ October
- 1-Day Crisis Media Training Workshop $1,095:        ☐ March ☐ May ☐ August ☐ October
- or- ☐ Both programs $ 2,495 *(save $395)* ☐ March ☐ May ☐ August ☐ October

Specialty:
☐ Public Relations   ☐ Legal   ☐ Human Resources   ☐ Disaster Services   ☐ Crisis Team
☐ Labor Relations   ☐ Financial   ☐ Government Relations   ☐ Other________________________

Company/Organization Name __________________________________________________________

Address __________________________________________________________________________

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Enrollment Limited, Register Today!

2020 CRISIS COMMUNICATION MANAGEMENT COURSE & MEDIA TRAINING WORKSHOP