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!

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

NOW Live-Remote Program!
November 9-30, 2020

There has never been a better time to learn how to communicate effectively in a crisis. Now, for the first time ever, our most sought-after training program is available LIVE and online, offered as seven (7) convenient two-hour class sessions over 3-1/2 weeks.

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

SPECIAL INTRODUCTORY PRICE
$1,395.00* USD
Register today!
*Use coupon code INTRO
https://crisisconsultant.com
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

Pay by Credit Card:
Type:   ___ VISA     ___ AMEX     ___ MasterCard     ___ Discover

Name on Card________________________________________________
Card#  ______________________________________________________
Security Code ________   Expiration Date__________________________
Billing Address _______________________________________________
City St, ZIP __________________________________________________
Amount Authorized _$_________________________________________
Signature ___________________________________________________

Name ___________________________   Job Title ____________________________

Registering for: Live Online Course: Mondays/Wednesdays, Nov. 9-30, 2020 Noon-2 pm EST $ 1,595.00

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 _______________________________________

Enrollment Limited, Register Today!

2020 LIVE INTERACTIVE
VIRTUAL CRISIS
COMMUNICATION
MANAGEMENT
COURSE