

# Crisis Communication Management

## LIVE- INTERACTIVE – ONLINE Certification Course

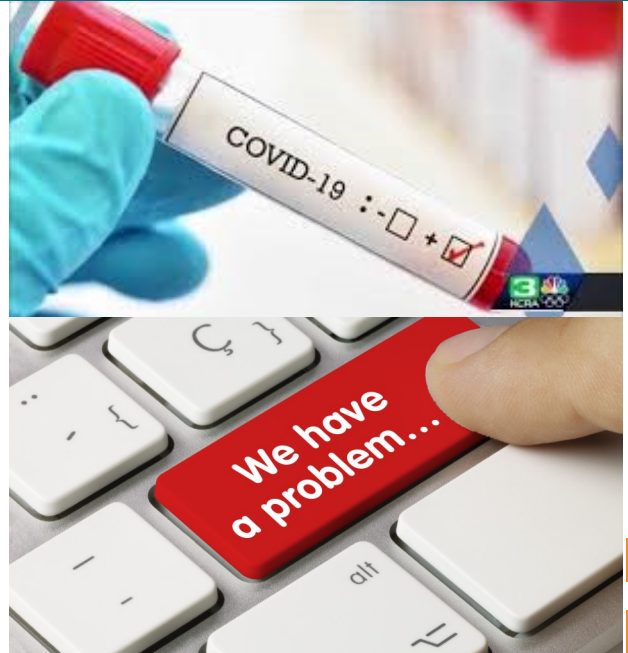
Is your organization one of the 50% that doesn't have a crisis communication plan? Or... you have a plan, but it hasn't been updated or exercised recently? If you said yes, [you need to attend the most sought-after crisis communications course in the US!](#)

### 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>

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

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 \_\_\_\_\_

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City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ E-mail Address \_\_\_\_\_

<p><b>Make check payable to:</b> <b>Institute for Crisis Management</b> <i>Mail payment with this form to:</i> Institute for Crisis Management 18056 State Line Rd. South Bend, IN 46637 USA -or- Email this form to ICM at: Info@CrisisConsultant.com</p> <p><b>For more information:</b> <b>+1 (888) 708-8351 US Toll-Free</b></p>	<p><b>Pay by Credit Card:</b> Type: ___ VISA ___ AMEX ___ MasterCard ___ Discover Name on Card _____ Card# _____ Security Code _____ Expiration Date _____ Billing Address _____ City St, ZIP _____ Amount Authorized _\$ _____ Signature _____</p>
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**Enrollment Limited, Register Today!**

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