

Now in its 31st year!

Crisis Communication Management Certification Course **LIVE-REMOTE**

Is your organization one of the nearly half that do not 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 North America!](#) Get the tools and knowledge you need to create or update your crisis communication plan and mitigate a variety of crises with this **intensive hands-on program!**

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



LIVE ONLINE SESSIONS

*Course delivered as seven,
2-1/2 hour online sessions:*

Feb. 1-22, 2021

May 3-24, 2021

Aug 2-23, 2021

Nov 1-22, 2021

Crisis communication skills are more critical than ever in this ever changing, 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 difficult issues and crisis!

ICM'S CRISIS COMMUNICATION MANAGEMENT CERTIFICATION COURSE

is an intensive 15-hour 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:

- ◆ 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
- ◆ 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

“Enjoyed it enormously, great learning experience. Only complaint that it was too short, time flew and left us wanting more.”

Lara Guerrero,
Crisis Communication Consultant
MG Public Relations

“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



Who Should Attend

- ◆ Corporate/organization leaders
- ◆ Heads of government agencies
- ◆ Consultants
- ◆ Risk / Continuity Managers
- ◆ Crisis management team
- ◆ PR / Communication professionals
- ◆ Marketing managers
- ◆ Human Resources professionals
- ◆ Attorneys and paralegals
- ◆ Plant/operations managers
- ◆ Company spokespersons

Faculty

DEBORAH HILEMAN, SCMP is President and CEO of the Institute for Crisis Management (ICM). A globally-certified strategic 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 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 per-



mit 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.

In addition to her role as Senior Consultant and trainer with ICM, **ERIN DULLAGHAN JONES** is the Founder and CEO of in.Mode Marketing LLC, a Louisville, Ky.-based communications firm where her 20+ years' experience and in-depth knowledge of the ever-evolving world of modern-day marketing is distinguished. Her expertise in crisis communications, PR, marketing, social media strategy and event marketing has attained outstanding awareness of, and proven results for, her diverse client base which encompasses a myriad of fields that include the Kentucky horse industry, consumer goods, public utilities, as well as a number of philanthropic organizations.



She is a charter member of USPR (Unified Strategies Public Relations), an international network of public relations and marketing communications professionals, in which she represents the Commonwealth of Kentucky. An accomplished speaker, Erin also has an impressive resume of public speaking engagements at keynote marketing-related events throughout the U.S.

"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

"The worksheets and templates were extremely useful."

Jennifer Hayes, Marketing Executive

"This was an excellent refresher for me. The worksheets and power point will be valuable resources in the future. Interacting with other experts really helped me learn new ideas. I have renewed confidence in the work I do and know I have a good resource with ICM. Thank you!"

Maxine McBride, Founder and CEO
Clockwork Marketing

"Excellent, professional, and detailed instructor. Content was exceptional."

LeAnna Carey, Founder
Symplur

Course Fee (USD)

\$ 1,595.00

Registration fees include all workshop materials. Call ICM at +1 (502) 587-0327 to inquire about non-profit/education/military/group enrollment discounts or affordable 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.

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

Name _____ Job Title _____

Registering for: Certification Course \$1,595 : Feb May August November

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!

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