

Now in our 32nd year!

Crisis Communication Certification Course & Media Training Programs



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 one of the most sought-after crisis communications programs in North America!** Learn from industry experts and get the tools and knowledge you need to create or update your crisis communication plan and mitigate a variety of crises with these **affordable training programs!**

Course topics:

- ⇒ Identify and prepare for probable 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 communication plans
- ⇒ Define stakeholders and prioritize actions for those most likely to get involved
- ⇒ Utilize online and traditional communication tools
- ⇒ Understand and use social media effectively in a crisis
- ⇒ Develop strategy and messaging for employees, customers, media and other critical stakeholders
- ⇒ Minimize negative reactions from key audiences
- ⇒ Debrief and learn from the crisis

Full Course Offered Quarterly in 2022

Live/Online: March 7-April 11

In-Person: June 14-15*

Live/Online: Sept. 6—Oct. 11

Live/Online: November 2-21

Online course is delivered as six, 2-hour weekly sessions.

**In-Person course is scheduled to be held at the University of Notre Dame, Notre Dame, Indiana*

PLUS! All New for 2022: Check out our affordable monthly one-hour Brown Bag Crisis Communication Webinars! See page 3 for details.

Crisis communication skills are more critical than ever in our fast-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 crises!

ICM'S CRISIS COMMUNICATION MANAGEMENT CERTIFICATION COURSE is an intensive 12-hour



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

sponse 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 plan 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
- ◆ Why crisis plans are ineffective
- ◆ Growing impact of social media
- ◆ Vulnerability and risk assessment
- ◆ Integrated crisis management plans
- ◆ Managing the sudden crisis
- ◆ 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



- ◆ How to apologize
- ◆ Smoldering crises: identify, revent 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
- ◆ Leveraging technology
- ◆ 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
- ◆ Anyone who may have to communicate during a business issue or crisis

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!

"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."

Maxine McBride, Founder and CEO
Clockwork Marketing

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

LeAnna Carey, Founder, Symplur



PLUS... All New for 2022! Monthly Crisis Communications Brown Bag Webinars

Join ICM for monthly one-hour crisis management "brown bag" webinars on a variety of timely topics. Get a taste of ICM's quality training programs with these on-demand webinars you can watch at your convenience.

Planned topics include:

- **Building a Rock-Solid Crisis Communication Plan**
- **Cyber Crime Communications Strategies for Local Governments**
- **Making the Business Case for a Crisis Communication Plan**
- **How to Create Quick and Easy Crisis Exercises**
- **How to Conduct a Crisis Vulnerability Audit**
- **Bring Your Crisis Plan into the 21st Century**
- **Leveraging Social Media to Protect Reputation in a Crisis**
- **Developing Crisis Quick Action Guides**
- **Apologize, Deflect or Defend: How to Choose the Best Path in a Crisis**

These on-demand online programs will focus on the fundamentals of effective crisis communications and reputation management.

Fees: \$ 149.00 USD each

Full details at <https://CrisisConsultant.com>

Crisis Media Training Workshop

Thursday, June 16, 2022

Planned for the University of Notre Dame

Due to the one-on-one nature of media training, enrollment is limited.

[Register early to secure a seat!](#)

ICM's Crisis Media Workshop 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 mock interviews in different settings which focus on likely situations participants may encounter. **Details on our website at <https://CrisisConsultant.com>.**

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 in numerous industries. Ms.



Hileman has led high-performing teams in a variety of roles. She is a FEMA-trained incident commander with experience as a national EMS public information officer during five major US hurricanes.

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.



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 proven results for her diverse client base. An accomplished speaker, Erin also has an impressive resume of public speaking engagements at keynote marketing-related events throughout the U.S.



JENNIFER DULLES, APR, president of DStreet in metro Denver, Colorado, has more than 25 years of experience designing and delivering strategic planning, communications, positioning and messaging, thought leadership, and reputation management programs. As an agency principal, she assembles and leads teams who shape markets, engage key influencers and propel companies to the forefront of their respective industries. As a consultant, she is a frequent advisor to the c-suite on strategic planning and corporate growth, as well as reputation management and crisis preparedness and response.



Course Fees (USD)

Crisis Communication Certification Course:

Live-Online \$ 1,595.00 In-Person \$1,795.00*

Media Training Workshop: \$ 999.00

***In-person training also includes meals, refreshments, breaks and print materials.**

Registration fee includes all training materials, tools and templates. In-person class is scheduled to meet at the Notre Dame Mendoza College of Business. Lodging not included in course fee. ICM has a block of sleeping rooms reserved at Notre Dame's Morris Inn. Details provided upon registration.

Call ICM at +1 (502) 587-0327 to inquire about non-profit/education/military/government group enrollment discounts or affordable custom training for your organization.

Cancellation and Refund 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.

2022 CRISIS COMMUNICATION PROGRAMS

Register Online Today at <https://CrisisConsultant.com> or Use this Form

Enrollments Limited, Register Today!

Name _____ Job Title _____

I am Registering for (check all that apply):

Live/Online Certification Course US \$1,595: Check One: March September November

In-person Certification Course June 14-15, 2022 Notre Dame, IN US \$1,795

In-person Media Training June 16, 2022 Notre Dame, IN US \$999

Brown Bag Webinar US \$149 Topic: _____

Professional Specialty: Public Relations Legal Human Resources Disaster Services

Crisis Team Labor Relations Government Relations Risk Management

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
18056 State Line Rd.
South Bend, IN 46637 USA

-or-

Email this form with payment
information 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 _____

Country _____

Amount Authorized _\$ _____

Signature _____