

Now in our 33rd 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 to either, you need to attend one of the most sought-after crisis communications masterclass programs in North America! Learn from crisis experts and access the tools and knowledge you need to create or update your crisis communication plan and manage a variety of crises with these **affordable training programs!**

Learn about:

- ◆ Identifying and preparing for business issues and crises
- ◆ Evaluating organization's vulnerabilities and potential for issues to explode into a crisis
- ◆ Anticipating issues that may become a crisis
- ◆ Gaining support from senior management
- ◆ Quantifying financial impact of a potential crisis
- ◆ Developing realistic crisis communication plans
- ◆ Identifying stakeholders and prioritizing actions for those most likely to get involved
- ◆ Using online and traditional communication tools effectively
- ◆ Understanding and using social media effectively in a crisis
- ◆ Developing strategy and messaging for employees, customers, media and other critical stakeholders
- ◆ Minimizing negative reactions from key audiences
- ◆ Measuring communication effectiveness
- ◆ Debriefing and learning from the crisis

Full Course Offered Quarterly in 2023

Live/Online: March 7-April 11

In-Person: June 13-15*

Live/Online: August 7– Sept. 18

Live/Online: October 23– Nov. 8

Online course is delivered as six, 2-hour weekly sessions. In-person 9 am– 4 pm daily.

**In-Person courses held at the University of Notre Dame, South Bend, Indiana*

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 12-14 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 plan to senior management. **This master class 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

"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

- ◆ 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 and communicate empathy
- ◆ Smoldering crises: identify, prevent and manage
- ◆ Developing an early warning system
- ◆ Assessing potential business and financial impacts
- ◆ Measuring response
- ◆ Developing the crisis communication plan
- ◆ Types of crises to plan for
- ◆ Elements of the crisis plan
- ◆ Leveraging communications technology
- ◆ Social media action planning



Who Should Attend

- ◆ Corporate/organization leaders
- ◆ Heads of government agencies, NGOs, nonprofits
- ◆ 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 during a crisis requires new skills. In this interactive **on-camera workshop**, train with real-life scenarios for common issues and crises.

ICM Crisis Media Training One-Day Workshop

Thursday, June 15, 2023

On-campus at the University of Notre Dame

Today's spokesperson must be prepared for both **traditional and new media**. Although the media have changed dramatically in recent years, traditional media – newspapers, radio and television news– still play an enormous role in delivering news worldwide. The impact of social media has revolutionized the entire media landscape. News stories often break first on a blog or Twitter. “Citizen” journalists may provide the first dramatic images of disasters or other crises.

If your organization's crisis is in the news, reporters will want to interview you.

ICM's Crisis Media Workshop complements the Certification Course. Unlike typical general media training programs, this concentrated session is designed 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 difficult situations participants may encounter.



Details on our website at
<https://CrisisConsultant.com>.

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

Register early to secure your seat!



“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

ICM 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 35+ 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.



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.



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

Course Fees (USD)

Crisis Communication Certification Course:

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

Crisis Media Training Workshop:

\$ 999.00 USD

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

Enroll in both in-person programs and save \$299 USD.

No price increases here! Registration fee includes all training materials, tools and templates. In-person class is scheduled to meet at Notre Dame's Mendoza College of Business. Lodging not included in course fee. Additional details, travel and lodging recommendations 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 scheduled training date. Cancellation within 30 days of training date receives credit toward a future workshop within one year.

2023 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 \$1,595.00: Check One: Mar-Apr Aug-Sep Oct-Nov
- In-person Certification Course June 13-14, 2023 Notre Dame, IN US \$1,795.00
- In-person Media Training June 15, 2023 Notre Dame, IN US \$999.00
- BOTH in-person programs June 13-15, 2023 US \$2,495.00 **SAVE \$299.00**

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 _____

<p>Make check payable to:</p> <p>Institute for Crisis Management</p> <p><i>Mail payment with this form to:</i></p> <p>Institute for Crisis Management 18056 State Line Rd. South Bend, IN 46637 USA</p> <p>-or-</p> <p>Email this form with payment information to ICM at: Info@CrisisConsultant.com</p> <p>For more information: +1 502.587.0327</p>	<p>Pay by Credit Card:</p> <p>Type: ___ VISA ___ AMEX ___ MasterCard ___ Discover</p> <p>Name on Card _____</p> <p>Card# _____</p> <p>Security Code _____ Expiration Date _____</p> <p>Billing Address _____</p> <p>City St, ZIP _____</p> <p>Country _____</p> <p>Amount Authorized _\$ _____</p> <p>Signature _____</p>
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