

9:30 to 10:30 a.m. — Tuesday, March 30, 2010

***Extreme crisis communications-managing the media: Crisis communications and media relations for CEO's, senior executives and government officials, Part one***

This seminar gives leaders the tools to navigate the harsh realities of speaking to the public, media, partners, and stakeholders during an intense public safety emergency (e.g., pandemic flu, mass casualty, terrorism, and other extreme situations involving threats to life and limb). This material is also applicable to more mundane crisis situations including industrial accidents, product defects and other reputational threats. Attendees will learn how to establish and maintain control of a key message during an intense public safety emergency (e.g., pandemic flu, mass casualty, terrorism, industrial accidents, product defects); define the benefits and particulars of creating an effective communication plan for all team members before a crisis occurs; and recognize strategies for communicating with the media, the public, partners and stakeholders.

Presented by Bruce Hennes, managing partner, Hennes Paynter Communications

**Notes:**

**Action items:**