



# Your Trust & Reputation is at Risk: **Life Preserver Please!**

## Strategies in Crisis Communication

It's not a matter of if, it's a matter of when. **Are you ready?** Any threat to your trust or reputation is a crisis. This workshop is paramount for those wishing to understand the intricate facets and critical components of managing a crisis while maintaining clarity and composure. This session will allow you to **work toward a culture of transparency and trust before, during and after a crisis event.**



### KNOWLEDGE/ LEARNING TARGETS:

How to deal with the media during a high-pressure situation, how to frame a response, why you should never say "no comment" and what you should say instead, how to keep your staff and stakeholders calm and composed, how and when to heal from a crisis



### APPLICATION/YOU WILL LEAVE WITH:

The "Safety Sandwich" messaging approach  
 Interactive media training  
 How to build a healing event  
 Detailed preparation checklist  
 ...and much more!



### PERFECT FOR:

Supervisors responsible for final messaging  
 Leaders of individual schools, buildings, units, departments  
 Communications Directors  
 Crisis/Care Teams