



**Miami Valley Risk Management Presents:**

## **Communicating in a Crisis**

### **30 Years of Work Destroyed in 30 Seconds!!**

**Somewhere within every organization, a crisis is waiting to happen. Maybe tomorrow, maybe next year or even in five years; you cannot be sure what the crisis will be or when it will strike.**

**But you can be sure that a crisis will put your organization's hard-earned image and reputation up for grabs.**

**We teach attendees how to communicate with the media, and many other audiences, during a crisis. Attendees will learn how to respond to questions briefly and directly and learn how to control the flow of information in a crisis.**

**When: Wednesday January 18, 2023 8:30-3:30 (Lunch will be on own)**

**Location: Springboro Performing Arts Center- 115 Wright Station Way, Springboro, OH 45066**

#### **About the Program:**

Learning Keys:

- The key differences between an emergency response plan and a crisis communications plan.
- Why having a crisis communications plan is vital and what should be in it.
- 12 audiences to communicate to during a crisis.
- 10 key points to successfully communicating during a crisis.
- How reporters think and behave during a crisis.
- Key tips to surviving a news interview.
- Five performance traits to possess during a news interview.
- How social media has transformed crisis communications and how to use it.
- Four response techniques to answer any question, from anyone.
- How to gain think time to avoid the "deer in the headlights" look.
- What makes a good message and how to stay on it.

***\* Time permitting --Participants will do realistic interviews in front of our camera, followed by detailed critiques; learn how to hold a news conference; and develop effective messaging to use in a crisis situation.***

**Presenter: Anthony Huey, *President of Reputation Management***

**[Click for short video of Anthony Huey](#)**

Anthony Huey has 20 years of experience in editorial management, media relations, marketing communications and business strategy. His career includes tenures as a news reporter and editor, crisis management specialist and media relations consultant.

Anthony owns Reputation Management Associates, one of the nation's leading communications training and crisis consulting companies. He has presented more than 1,300 media, crisis and presentational skills training workshops, seminars and speeches in his career.

**Costs: *\$120 for MVRMA/MVCC/CLG members and \$150 for non-members***

**Prepayment Required- Invoice will be emailed upon receipt of registration.**

**[Register for Training](#)**

***If you have multiple employees attending, you can send me an email with the names rather than completing the online registration multiple times. [smarkworth@mvrma.com](mailto:smarkworth@mvrma.com)***