



CRISIS COMMUNICATIONS

For Government Officials, Community Leaders, Nonprofits, Education, Business, Law Enforcement, Fire and Other First Responders

Accident • Accusation of fiscal mismanagement • Active shooter • Chemical spill • Data theft/loss
 Death of a key executive • Disease outbreak • Embezzlement • Employee fraud • Explosion • Indictment
 Product failure • Reputational challenges • Sexual misconduct • Suicide cluster • Workplace violence

SEMINAR DESCRIPTION

In the event of a crisis, everyone is going to want answers—fast: your staff, students, parents, taxpayers, homeowners, community leaders, suppliers, customers, clients—the list is endless. And you'll quickly find out what it means to "Feed the Beast" when the media descends upon you.

They say it takes a lifetime to build a reputation and only a few seconds to destroy one. In a split second you could find yourself in a position where you need to know how to handle the media or be a public spokesperson. Would you know what to do or how to respond?

In this training session, you will receive practice instruction about how to communicate during a crisis situation.

The seminar includes:

- Establishing and maintaining "control of the message"
- Using social media during times of crisis
- What reporters expect; what you should expect
- The difference between print, TV & radio interviews – with each requiring different skill sets
- What to do when lawyers insist on a strict "no comment"
- "Extreme Crisis Communications" (handling mass casualty, pandemic flu and other extreme threats to life and limb)

Presented by:



SPONSORS

- Cuyahoga County Office of Emergency Management
- Cuyahoga County Board of Health
- Cuyahoga County Mayors & Managers Assoc.
- Cuyahoga County Police Chiefs Assoc.
- Cuyahoga County Fire Chiefs Assoc.
- American Red Cross – Greater Cleveland Chapter
- Landerhaven
- Cuyahoga Community College

DATE | LOCATION | REGISTRATION INFO

- When:** Monday, June 13, 2016
 Registration – 7:30 a.m.
 Seminar 8:00 a.m. – 12:00 noon
- Location:** Executive Caterers at Landerhaven
 6111 Landerhaven Drive
 Mayfield Heights, Ohio 44124
 (near I-271 at Cedar Road, east on Cedar, left on Lander, right on Landerhaven)
- Cost:** FREE, but seating is strictly limited, so reservations are a must
- To Register:** <http://crisis-seminar-june13-at-landerhaven.eventbrite.com>
- For More Info:** Connie Vannucci, 216-321-7774, vannucci@crisiscommunications.com



This seminar will be led by **Bruce Hennes**, Managing Partner of Hennes Communications, a crisis management consulting firm based in Cleveland.

Hennes serves corporations, government agencies, nonprofits,

education, healthcare and professional service firms that are "on trial" in the Court of Public Opinion."

Hennes has more than 30 years' experience working in communications. His current and former clients include the 2016 Cleveland Host Committee, Avery Dennison, Lubrizol, NASA and ThyssenKrupp.

Hennes is an adjunct professor at the Levin College of Urban Affairs at Cleveland State University. He is also a member of the executive committee of the Cleveland Metropolitan Bar Association and on the board of the Cleveland Leadership Center.

Application pending for four (4) Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Attorney General