

Volunteer Victoria presents:

Introduction to Crisis Communications Management

(or, “How to keep your wits about you when everyone is losing theirs...”)

**9:00am - 12:00pm, Tues, Nov 24, 2009
UVic Cadboro Commons Conference Centre, Victoria**

Communications crises are usually unexpected and often come out of nowhere. What seems like a minor internal matter is thrust into the media spotlight—sometimes with catastrophic consequences. The problem—how do you prepare for a media circus?

Kim Van Bruggen, President of Victoria’s Acumen Communications Group, is a seasoned communications specialist with extensive government and private sector experience. Using her own case studies as examples, she’ll show you how easily a crisis can escalate and what you can do to prevent it. The key is a crisis communications plan that details how to react quickly and effectively to identify and solve problems – not create new ones.

In this intensive, half-day seminar, Kim will help you prepare for a crisis and show you what’s needed to make sure your organization can manage effectively during one. She has extensive experience in the public sector and with her own strategic communications firm dealing with contentious issues both within organizations and with the public.

You’ll learn strategies to help you manage effectively before, during and after a crisis. You’ll explore:

- Why you need a crisis communications plan – and how to draft, test and execute it.
- Dealing with the media – in person and online.
- Developing an online strategy that you can leverage in times of crisis and use effectively to head off potential problems before they blow up.
- Why employees need full disclosure to be part of the solution.
- Thinking on your feet – how to turn a crisis into an opportunity.
- Tool and techniques to help you manage your next crisis.
- Case studies of real-world crises (Maple Leaf Foods tainted meat scandal; BC Ferries sinking; RCMP airport taser death) – learn what to do and what not to even try.
- How to rebuild trust and confidence with employees and your target audiences.

Early bird registering individuals will have the chance to submit their issue or story to Kim in advance of the workshop for possible inclusion in her discussion

**Cost: \$80
(Early bird rate of \$65 for Volunteer Victoria members when
registered before Nov 10)**

To register, send an email to Volunteer Victoria at volvic@volunteervictoria.bc.ca
with your name and agency contact information.
Follow up to secure your seat with cash or cheque to 306-620 View Street, Victoria BC V8W 1J6
(Note: refunds not given after Nov 18th, 2009)

Questions? Contact beth@volunteervictoria.bc.ca or call 250.386.2269
www.VolunteerVictoria.bc.ca / Follow us on Twitter @volvicbc

