

Are you READY ?

Can you guide your organization in communicating during a crisis?

Decide for yourself with this half-day, hands-on workshop.

- Work in a small group to draft a rudimentary crisis communication plan.
- Then test it during a simulated crisis ripped from the headlines.

**Wednesday
April 16, 2008**

8:30 a.m. registration, coffee, and networking

9 a.m. – 2 p.m. Hands-on workshop with lunch.

Scarlet Oaks Career Campus – Great Oaks
3254 E. Kemper Rd.
Sharonville, Ohio

Be Heard™

IABC INTERNATIONAL ASSOCIATION
OF BUSINESS COMMUNICATORS

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Have you had a crisis communication check-up?

Maybe your organization won't face a crisis. Maybe you won't have to communicate during troubled times. And, maybe you'll win the lottery.

But, do you really want to bet your job on any of these possibilities?

If you can't immediately answer the following questions, you need this workshop.

- What will I need to do and say if a crisis arises at work?
- To whom will I need to say and do these things?
- Who will speak for my organization and be its public face?
- Are appropriate people ready to step into the spokesperson's role?
- What approvals will be needed before releasing messages?
- How will these messages be delivered to our critical publics?
- Whose help will be needed, and what will they be assigned to do?
- Who will assist me if my own staff isn't enough or isn't available?
- When and where should these people report?
- What if I'm not able to be there?

This exciting, interactive workshop highlights these and other key questions, offers suggestions, and guides you in formulating a crisis communication plan. Working in small groups, participants will draft a rudimentary crisis communication plan for a hypothetical organization and then try to implement it when faced with a crisis.

Facilitators are experienced communicators and teachers.

Cady Short-Thompson, Ph.D., is a professor and director of the NKU graduate program in communication. A specialist in political communication, she is currently teaching a master's level course in crisis communication.

Greg DeBlasio, Ph.D., teaches public relations and business communication at NKU and has worked in both corporate and PR firm settings. He is particularly interested in the role business ethics play in decision-making during crises.

Meghan Glynn, director of media relations for Kroger, has spoken to numerous professional organizations about crisis communication and her experience at Comair where she was the company spokesperson after aircraft accidents.

Michael Turney, Ph.D., ABC, retired NKU professor and former director of communication for the Iowa Department of Human Services, communicated through several crises, including a hostage situation and a *60 Minutes* expose.

Zach Hart, Ph.D., assistant professor and coordinator of NKU's PR program, did PR for the Chicago Symphony Orchestra. His research focuses on how messages socialize employees within an organization and can re-socialize them after an organizational crisis.

Cost

Extended half-day session (9 a.m. - 2 p.m.) includes lunch and coffee breaks. Please pay at the door on the morning of the workshop.

IABC members: \$ 90

Non-members: \$ 115

Full-time students: \$ 50 with presentation of school ID card.

Register by e-mailing iabc_greatercinti@yahoo.com

Include your name, company name, phone number, and membership status.