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Speakers:

Sheri Benninghoven, APR
Principal, SAE Communications



Scott Summerfield, Principal
SAE Communications



Prices

\$20 Member
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Contact information:

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or call 1-844-CAPIO55

“Navigating the Phases of a Crisis from Pre-crisis to Recovery”

Wednesday, June 24

From your Desktop

11:00 a.m. – 1:00 p.m.

Whether a pandemic, fire, flood, mass shooting or crisis of confidence, ongoing communication with your community and stakeholders is essential. There is a great deal of planning that needs to happen before you face a crisis, but continuing communications responsibilities – especially moving into the recovery phase - are often overlooked. Once the initial crisis communication efforts have taken place, there is still a lot of outreach to do following an incident - which can go on for weeks or even months.

Join Scott Summerfield and Sheri Benninghoven, APR, of SAE Communications for an overview of real-life case studies, elements of an Emergency Public Information Plan and tips for navigating your crisis. You will also have an opportunity to share experiences with your peers and learn from those who have experienced crises of all types.

Key take-a-ways during this webinar:

- Overview of phases of a crisis
- Emergency Public Information Plan contents
- Tips and tools for navigating the crisis
- Trends in crisis communications outreach
- Examples from real-life case studies
- Recovery after a crisis: How to manage ongoing communication
- Q&A

*CAPIO Certificate in Communications Credit: Crisis Communications
APR Maintenance Credit*

Thank you to our webinar co-host:



**Webinars can be watched live or after the webinar via recording.
All registrants are provided with a link to the recording.**