



COMMUNICATING IN A CRISIS
December 3, 2019
Pinellas County Sheriff's Office
10750 Ulmerton Road
Largo, FL 33778



Years of Work Destroyed in 30 Seconds is what can happen if your company or organization mismanages a product recall, an explosion, a strike or a multitude of other crisis situations.

Unfortunately, somewhere within every organization, a crisis is waiting to happen. Maybe tomorrow, maybe next year or even in five years; you can't 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.

The purpose of this session is to provide information on how to deal with the media — and 11 other audiences — during a crisis. The media, in particular, play an important role during any crisis and we teach session attendees exactly what the media need, and how the media can help you get information to the public quickly. Attendees will learn how to respond to questions briefly and directly, with honesty and candor, and learn how to control the flow of information. This is needed preparation for any crisis, when time is critical and working with the media is a priority.

*Time permitting (3-hour+ sessions): 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.

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.
- Why an organization should have a reputation-saving crisis communications philosophy.
- And much more!

Instructor:

Anthony Huey is a highly-rated international speaker and communications consultant who offers session attendees pragmatic communications tools, tips and techniques they can use immediately. His career includes tenures as a news reporter, magazine senior editor, crisis management specialist, media relations consultant and executive speech coach.

Anthony leads Reputation Management, LLC, one of the nation's leading communications training and crisis consulting companies. He has presented nearly 2,000 paid keynote speeches, workshops and seminars on a number of timely communications topics that executives can incorporate into both their professional and personal lives.

His direct client work includes a wide variety of advertising, public relations and communications initiatives for hundreds of trade associations, municipalities and companies, including Nike, Victoria's Secret, Eli Lilly, Nationwide Insurance, The Kroger Company, and Procter & Gamble.

Anthony received his Bachelor's degree in Journalism from The Ohio State University.

Registration:

To register for this class, go to the registration web address provided and follow the prompts for a quick, easy registration: <https://www.regonline.com/communicatinginacrisis>

You MUST register ONLINE.

Register now to receive specific class e-mails.

All class correspondence is conducted through the Regonline.com website.

Tuition for the seminar is \$250.00 (meals are not included)

PLEASE include this class code when you make payment: 12032019 Comm in a Crisis

Payment may be made by any of the following methods:

- Make checks payable to: FDLE/Florida Criminal Justice Executive Institute
- Mail checks to : FDLE/Florida Criminal Justice Executive Institute
Attention: Chris Kenworthy
PO Box 1489
Tallahassee, Florida 32302
- Purchase Order or Journal Transfer (FLAIR account code 71-20-2-148001-71800200-00 Benefit Category 001903; Object Code 001000).
- Credit Card payment: online only
- Cash and/or checks will be taken at the door.

If you have any questions, please contact Raven Davis at (850) 410-8793 or RavenDavis@fdle.state.fl.us.

A certificate is provided upon completion of this course.

Cancellations and substitutions: Registrants agree upon submission of this registration that they are responsible for payment of this course. Cancellations received 14 days prior to the beginning of this course are refundable. ***All cancellations made during the 14 days prior to (or during) this course are non-refundable; however, credit for amount paid may be issued to a future course.*** Please note that if you do not attend, ***you are still responsible for payment.***

Substitutions may be made at any time online or by phone.

Location and Dates:

Pinellas County Sheriff's Office | 10750 Ulmerton Road, Largo, FL 33778

Tuesday, December 3, 2019 8:30 A.M. – 4:30 P.M.

Promptness is expected. Attire: Business casual.

Accommodations will be made for individuals with disabilities as defined by the Americans with Disabilities Act (ADA). If you need accommodation please contact the FDLE ADA Liaison at (850) 410-8793.

Hotel Suggestion:

[**Courtyard St. Petersburg-Clearwater/Madeira Beach**](#)

601 American Legion Drive, Madeira Beach, FL 33708

(727) 392-8088

Group's name: FDLE

Guestroom rate: \$121.00/night plus applicable taxes for a king/double

Group rate will be available on these dates: December 2 – 4, 2019

Reservation Cutoff Date: November 15, 2019

[Group reservation link](#)

Cancellations made within 48 hours prior to arrival will forfeit one night's room and tax. Each reservation must be guaranteed with one night's room tax, by a major credit card, due at the time of reservation. Tax exemption will not be granted without the agency's tax exempt certificate and an agency credit card.