

- 1. Introduction to Crisis Communications (DW)**
 - a. Overview of crises
 - b. Breakout: What is a crisis in your organization or company?
 - c. List the answers. Examples of crises –both written and visual
 - d. Why is it a crisis?
 - e. Ranking risk levels

- 2. What or who is “the media?” – show examples**
 - a. Professional journalists (DW)
 - b. Individuals with microphones and cameras (DW)
 - c. People with cell phones (DW)
 - d. Social media and the new deal (ART)

- 3. Identifying Your Stakeholders: Why and who cares? (ART)**
 - a. Know your stakeholders
 - b. Common traits of stakeholders in crisis
 - c. How to reach each group

- 4. Developing your “brand”**
 - a. Learning about the image of your firm
 - b. How to make perception match reality – elevator talk
 - c. Set a message agenda
 - d. Continual evaluations

10 MINUTE BREAK

- 5. Mitigating Risks**
 - a. Build relationships (ART)
 - b. Open your doors to let people peek behind the curtain (ART)
 - c. Find reasons to be outspoken (DW)
 - d. 30 golden minutes

- 6. Perceptions**
 - a. The three word drill (DW)
 - b. Create a three word drill (audience participation)
 - c. Credibility: the 3 “Be’s”

- 7. The Crisis Communications Team**
 - a. Who: the qualities of a CCT
 - b. What they do
 - c. When they act
 - d. How they respond
 - e. Ensuring follow-up responses

8. Working the plan – Break out session

- a. Identify your crisis
- b. Choose your crisis communications team
- c. Identify stakeholders
- d. Set your agenda – based on your brand
- e. 3 word drill

WORKING LUNCH

- f. Plan the timeline, spokesperson and setting
- g. Identify supporting materials
- h. Practice tough questions
- i. Role play responses
- j. Evaluate/rework answers

9. Checklist for meeting the audience

10. Planning for the “ambush” crisis

- a. Answers to “sandbag questions”
- b. How to present your responses

11. Top Tips for Remaining Cool on the Hot Seat

SUMMARY AND EVALUATION