

CUSTOMIZED CRISIS COMMUNICATION PROGRAM

In this highly interactive session with Shelton & Caudle, the leaders in corporate communication and crisis counsel, you will learn how to plan for the possibility of an unanticipated incident that would require communication as well as some level of emergency response from your company. While a company always anticipates and hopes for a smooth operation, there is always a need for a crisis communication plan.

Shelton & Caudle's approach to a crisis communication program meshes with a company's operational crisis response. It serves as a general company-wide plan in the event of any crisis. The goal is to protect the reputation of your company and demonstrate the company's commitment to providing information to the public as well as a quick, definitive operational emergency response.

With Shelton & Caudle's crisis communication program, including training and a comprehensive crisis plan, your top executives and key managers will learn to communicate quickly, accurately and consistently with the news media and community leaders in the event of a crisis. We develop and execute a list of questions to elicit information from your company's key executives and managers including: by what means communication currently takes place within the organization; realistic crisis scenarios; and, any perceived bottlenecks that might hamper communication efforts in a crisis. In conjunction with your company's communication professionals, Shelton & Caudle will devise a concise crisis communication plan that can be meshed with the operational response that includes:

- General Guidelines for Dealing with the Media
- Specific Guidelines for Dealing with the Media in a Crisis
- List of Key Audiences/Individuals
- Communication Tree
- Assignment of Members of the Crisis Communication Team and Duties for Each
- Crisis Worksheet for Gathering Information in an Organized Fashion
- Fill-in-the-blank Form for Drafting Response Statements
- Crisis Communication Checklist
- Media Call Tracking Form
- Command Center Checklist
- Crisis Communication Survival Kit
- Background Information on the Facility and Company
- Contact Information for Key Media

In this all-day session, key members of the crisis team will learn basics of effective interaction with the media, as well as respond to a company-specific crisis scenario, in which the trainees will gather information and devise an initial response statement, which they will deliver to assembled news media. On-camera practice and message development are key elements of the session. For more information, call (713) 970-2108.

Shelton & Caudle is a division of Vollmer Public Relations, with offices in Houston, Dallas, Austin and New York.