

SUMMER 2020 CGL COURSE

# COMMUNICATING DURING CRISIS: 10 STEPS THAT CAN HELP YOUR CITY PREPARE AND RESPOND



## COURSE DETAILS

### WHEN:

July 15, 2020, 9am - 11am

### WHERE:

Online (w/ some "homework")

### COST:

\$0 (testing CGL web-content)

### REGISTER:

[mmanc.org/events](http://mmanc.org/events)

### SUMMARY:

Crisis of confidence events are a matter of when, not if. Join our expert crisis communication instructors and panelists for a hands-on course that will give you a 10-step framework for how to develop and implement a crisis communication response so your agency can be ready when the next destabilizing event happens in your city. Whether it is a health pandemic, a cyber attack, or any other major events that brings on high profile attention, this course will provide you with an understanding of the strategies and tools you need to maintain public and employee confidence in your agency's ability to respond to crisis.

