

Friday, August 9

City of Dublin
100 Civic Plaza
Dublin, CA 94568

9:30 to 1:00 p.m.

9:30 to 10 a.m. - Registration and
Networking
10 a.m. to 1 p.m. - Program

Speaker Information

Scott Summerfield
SAE Communications

Sheri Benninghoven
SAE Communications



Workshop Sponsor



Prices

CAPIO/PRSA-IE Members - \$40
CAPIO/PRSA-IE Non-members - \$60

Contact information

info@capio.org or call 1-844-CAPIO55

Lunch will be provided

Preparing for the Crisis, Managing the Issue, and Communicating Afterward

Whether a 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 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.

Scott Summerfield and Sheri Benninghoven, APR, of SAE Communications will lead this session, providing you with real-life case studies, tips for navigating your crisis, and an opportunity to share experiences with your peers and learn from those who have experienced crises of all types.

The session will cover:

- How to prepare in advance, including discussion of Emergency Public Information Plan elements
- Overview of the Joint Information System and Joint Information Centers
- Crisis communications messaging case studies, including wildfires, oil spills, debris flows and more
- Social media monitoring case study
- Initial steps in handling a crisis of confidence
- Targeted evacuation procedures
- Crisis communications challenges, including political, jurisdictional, and staffing
- Essential communications efforts after the initial crisis, including community vigils/memorials, connecting lost animals with their owners, coordination with local schools, supporting the local assistance center, working with non-profits/faith organizations and others

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