



2019 OCMA Pre-Conference Workshop

Calling all CAOs, Department Directors, Crisis Management Leaders...

March 6, 2019 • 2:00PM—5:00 PM

Renaissance Columbus Downtown Hotel



HENNES

COMMUNICATIONS

www.crisiscommunications.com

Accident • Accusation of fiscal mismanagement • Active shooter • Chemical spill • Data theft or loss • Death of a key executive • Disease outbreak • Embezzlement • Employee fraud • Explosion • Indictment • Product failure • Reputational challenges • Sexual misconduct • Suicide cluster • Workplace violence

Featured Presenter:



Bruce Hennes, Managing Partner of Hennes Communications.

In the event of a crisis, everyone is going to want answers—fast: your staff, taxpayers, homeowners, community leaders, suppliers, customers, clients—the list is endless. And you’ll quickly find out what it means to “Feed the Beast” when the media descends upon you.

They say it takes a lifetime to build a reputation and only a few seconds to destroy one. In a split second, you could find yourself in a position where you need to know how to handle the media or be a public spokesperson. Would you know what to do or how to respond?

In this training session, you will receive practice instruction about how to communicate during a crisis situation.

This seminar includes:

- Establishing and maintaining “control of the message”
- Using social media during times of crisis
- What reporters expect—what you should expect
- Skill sets required for print, TV and radio interviews
- What to do when lawyers insist on a strict “no comment”
- “Extreme Crisis Communications” (handling mass casualty, pandemic flu and other extreme threats to life and limb)

Hennes Communications is a crisis management consulting firm based in Cleveland serving corporations, government agencies, nonprofits, education, healthcare and professional service firms. Bruce Hennes has more than 30 years experience working in communications. For more information on Hennes Communications, visit www.crisiscommunications.com.

Registration opens in January 2019:

www.ocmaohio.org

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| • Pre-Conference Workshop | \$50.00 |
| • OCMA Member First Time Attendee: | \$175.00 |
| • OCMA Member Returnee: | \$250.00 |
| • Non-Member: | \$350.00 |

Register at: www.ocmaohio.org