

# CRISIS COMMUNICATIONS When “It” Hits the Fan

with Gerard Braud

## Eye Opening Crisis Communications Strategies September 19, 2012



**Learn what you can do on a clear sunny day to prepare for the challenges of your darkest day.**

Powerful communications before a crisis and rapid communications during a crisis has the ability to move people out of harm's way and save lives. But whether it is a predicted weather emergency, a sudden disaster, or a smoldering crisis such as executive misconduct, most organizations fail to plan how they will communicate with their critical audiences, including the media, employees, stakeholders, and the social media world.

In this program, Gerard Braud reveals the steps he has successfully used to help organizations on five continents write and implement their crisis communications plans.

**When “It” Hits the Fan:**

1:00 - 2:30 p.m.

**What is Your “It?”:**

2:30 - 3:30 p.m.

**Secrets to Writing a Crisis Communications Plan:**

3:30 - 4:30 p.m.

**Networking Reception:**

5:00 - 7:00 p.m.

### About Gerard Braud

Known as the guy to call when “it” hits the fan, Gerard Braud (Jared Bro) is an expert in crisis communications and media issues. He is an international trainer, author and speaker, who has worked with organizations on five continents.

Gerard has a gift for foreseeing and predicting crises. Fifteen years before Hurricane Katrina, he predicted the catastrophic destruction that would befall his hometown of New Orleans. For two years prior to the Virginia Tech shootings of 2007, Gerard warned that the crisis communications plans at most universities were insufficient and would fail when they were needed most.

Gerard has been active in the field of communications since 1979. For 15 years, he worked in print, radio and television as a front line journalist. His affiliate reports have been seen around the world on NBC, CBS, CNN and the BBC.

