

Communication Is Key: Responding to Crisis

Agenda

March 15, 2023

Raleigh Marriott Crabtree Valley
4500 Marriott Dr., Salon E
Raleigh, N.C. 27612

Presenter: Matt Dole, Communications Consultant, Communications Counsel, Inc.

Wednesday, March 15

1-2 p.m.

Topics:

- Types and levels of crisis
- Knowing stakeholders
- Communications channels

2-2:30 p.m.

Small-group scenarios (introduction and work time)

2:30-3:30 p.m.

Topics:

- Getting the human element into crisis
- Message discipline
- The psychology of communications
- No comment and non-committal responses
- Addressing misinformation

3:30-4 p.m.

Small-group scenarios (work time)

4-4:30 p.m.

Presenting results from small-group scenarios

4:30-5 p.m.

Final take-aways and questions

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