



EDUCATION PROGRAMS

The 5 Steps to Effective Crisis Communications

DATES

Thursday, November 7, 2019

LOCATION

LHA Conference Center
2334 Weymouth Drive
Baton Rouge, LA 70809

WHO SHOULD ATTEND

COOs and administrators, emergency managers, risk managers, business continuity professionals, public relations professionals, social media teams, and human resource managers.

CONTINUING EDUCATION CREDIT

Nursing: 5.50 contact hours will be awarded for this offering by the Louisiana Hospital Association for complete attendance of the program. The Louisiana Hospital Association is approved by the Louisiana State Board of Nursing – CE Provider #39.

Nursing Facility Administrators:

5.5 hours will be awarded for this offering by the LHA for complete attendance of the program. The LHA is approved by the State of Louisiana Board of Examiners of Nursing Facility Administrators – CE Provider #101.

Other Participants will receive, upon completion of workshop, a certificate documenting the completed continuing education/clock hours.

LHA EDUCATION CALENDAR

http://www.lhaonline.org/events/event_list.asp

Hotel Information

<https://cdn.ymaws.com/lha.site-ym.com/resource/resmgr/EDU/HotelswithLHAGroupRate.pdf>

OVERVIEW:

It is no longer enough to manage and respond to a crisis. The advent of mobile devices and social media has changed the dynamics of your job. Effective communications with key audiences before, during and after a crisis can be vital in order to protect your hospital's reputation and revenue.

Effectively protecting your hospital's reputation and revenue requires everyone to be on the same page, starting with planning. CEOs, emergency managers, risk managers, and public relations teams need to establish clear policies and procedures for how they will work together during a crisis.

Your success depends on the 5 Steps to Effective Crisis Communications, which includes:

1. Vulnerability Assessments
2. Crisis Communications Plans
3. Pre-Written News Releases
4. Media Training
5. Crisis Drills

PROGRAM OBJECTIVES:

In this workshop, you will:

- Evaluate the wide variety of events that could mature into a full-blown crisis;
- Unlock the mystery of how to make sure your Crisis Communications Plan is built to withstand the onslaught of media, employees, patients, families and social media;
- Discover the secret to controlling your message during a crisis by scripting pre-written news releases on a clear, sunny day in order to have them ready for fast distribution on your darkest day;
- Modernize your media relations and media interview skills so that that you take into account the effects mobile technology is having on how audiences consume news; and
- Rethink the elements needed to make a crisis drill as realistic as possible, including the need for mock media, mock social media, and mock news conferences.



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AGENDA:

8:00 a.m. - 8:30 a.m.	Registration
8:30 a.m. - 8:45 a.m.	Welcome by LHA
8:45 a.m. - 10:00 a.m.	Understanding the New, Complex Nature of a Crisis, What Is Your "It" When "It" Hits the Fan, an Interactive Vulnerability Assessment
10:00 a.m. - 10:15 a.m.	Break
10:15 a.m. - 12:00 p.m.	Elements of a Great Crisis Communications Plan and The Art of the Pre-Written News Release
12:00 p.m. - 12:45 p.m.	Lunch & Networking
12:45 p.m. - 1:45 p.m.	Media Training for Mobile News Consumption Part 1; an Interactive Exercise for Spokespeople
1:45 p.m. - 2:00 p.m.	Break
2:00 p.m. - 2:45 p.m.	Media Training for Mobile News Consumption Part 2
2:45 p.m. - 3:00 p.m.	Break
3:00 p.m. - 3:45 p.m.	Adding Realistic Injects to Your Next Drill; an Interactive Exercise to Write Injects that Mimic Media and Social Media
3:45 p.m. - 4:00 p.m.	Questions, Answers and Conclusion

MEET YOUR FACULTY:

Gerard Braud, CSP, Fellow IEC

Braud is an expert in crisis communications and media relations. He has helped CEOs, emergency managers, risk managers, and public relations teams on five continents build resilient plans for communicating with all audiences when "it" hits the fan. His path into crisis communications began during his 15-year career as an award-winning television reporter. Locally, you may have seen him on KSLA-TV 12 Shreveport, WAFB-TV 9 in Baton Rouge, or on WDSU-TV 6 in New Orleans. Nationally, you may have seen him on CBS, NBC, CNN, HLN, or The Weather Channel. Since leaving the news business in 1994, he has helped organizations by writing their crisis communications plans, training their spokespeople, and testing their teams during crisis drills.



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REGISTRATION:

Online registration is preferred. VISA, Master Card, Discover or American Express are accepted. Email confirmations will be sent to all registrants who list an accurate email address.

CANCELLATION POLICY:

Cancellations received in writing up to one week prior to a scheduled event will be charged a cancellation fee of \$40 (per person, per event). Cancellations received less than one week prior to the scheduled event, or individuals who fail to attend, are non-refundable.

Registrants who are unable to attend an LHA educational event are permitted to, and encouraged to, send a substitute without incurring a cancellation fee. Please send written notice of any substitutions prior to the scheduled event.

TRANSFER POLICY:

If you are unable to attend the program for which you have registered and choose not to send a substitute, you may transfer your registration to another program. The LHA will hold your credit for a period of one year following the start date of the program for which you were originally registered. Transfers must be made in writing prior to the scheduled event, and a \$40 transfer fee will be charged.

AMERICANS WITH DISABILITIES ACT:

The LHA will make every effort to provide reasonable accommodations for physically-challenged attendees who require special services. When registering, please attach a written description of needs to the application.

Date: Thursday, November 7, 2019 **Time:** 8:00 a.m. - 4:00 p.m.

If you will be paying for your registration with a credit card, register online at: <https://www.lhaonline.org/event/CrisisCommunications>

NOTE: The Louisiana Hospital Association is not able to accept credit card payment information by phone, email or fax.

PRICE:

- Member Hospital/Person: \$195
- Corporate Member/Person: \$250
- Non-Member Hospital/Person: \$400

Make check payable and mail to:

Louisiana Hospital Association – Management Corporation
9521 Brookline Avenue, Baton Rouge, Louisiana 70809-1431
Phone: (225) 928-0026

Check being mailed (for fax registrants only)

Fax registration to: (225) 923-1004

Name: _____

Title: _____

Email: _____

Name: _____

Title: _____

Email: _____

Organization: _____

Address: _____

City / State / Zip: _____

Telephone #: _____ **Fax #:** _____