



CRISIS COMMUNICATION CERTIFICATE PROGRAM

OCTOBER 30-DECEMBER 11, 2019

SIX LIVE AND/OR ON-DEMAND MODULES

**CRISIS
COMMUNICATION**

PROGRAM INFORMATION

CRISIS
COMMUNICATION

SIX LIVE AND/OR ON-DEMAND COURSES

OCTOBER 30–DECEMBER 11, 2019 • WEDNESDAYS AT 3 P.M.

Effective crisis communication can help organizations maintain trust, inspire consumer confidence and build competitive advantage. Recent poorly handled crises in business, government and nonprofits show how ineffective crisis communication can set an organization back significantly. To provide more education and understanding surrounding crisis communication, PRSA has re-developed the Crisis Communication Certificate Program. Designed as a certificate of completion program, the Crisis Communication Certificate Program will equip management-level communicators with best practices in industry perspectives by sharing resources and ideas and working through various crises.

Each module will be led by nationally-and internationally-recognized experts in their field; most will also include a case study presented by an industry leader who lived through a crisis and can share both what worked and what didn't work. This professional development offering is designed as a live, online series of six modules

and will launch on Oct. 30, 2019, and run through Dec. 11, 2019 (skipping Thanksgiving week), airing each consecutive Wednesday from 3–4:30 p.m. ET. All modules will be recorded so that participants can listen or review them after the live date or to re-listen in preparation for the final exam. Additionally, member participants will be given access to PRSA's Online Crisis Communication Community, an exclusive online forum offering private access and interactive dialogue with other members taking the course.

The course involves a combination of presenters, with Helio Fred Garcia providing the structure of the core curriculum. Each week he will be joined by one or more experts in various aspects of the week's topic who will present case studies of how they applied the concepts. After successfully completing and passing the 18-question, multiple-choice test at the end of the series, registrants will be awarded a certificate of completion.



MODULES

The 6-week Crisis Communication Certificate Program modules include the topics of:

- Principles of Effective Crisis Response
- Obtaining Public Forgiveness
- The Challenges of Social Media in Crisis
- Influencing Leaders
- Operational Readiness No. 1: Establishing an Effective Crisis Response Team and Process
- Operational Readiness No. 2: Effective Crisis Planning

PROGRAM DESIGN

CRISIS
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WHO SHOULD ENROLL

This certificate program is designed for:

- Manager and senior-level PR and communication professionals.
- Professionals who are responsible for corporate reputation.
- Any professional responsible for managing a corporate communications team.
- Leaders charged with advising leaders, lawyers and other executives.
- Professionals responsible for managing digital communications.
- Risk Management professionals.
- Managers with five or more years of experience.

OBJECTIVES

By the end of this certificate program, participants will be able to:

- Master key skills and tools needed to understand the drivers of trust in the context of fulfilling expectations.
- Obtain forgiveness through the specific language of apologies.
- Understand the techniques for building and sustaining a corporate narrative.
- Effectively communicate how to persuade CEOs and other senior executives during a crisis.
- Develop clarity around roles and processes.
- Define how to plan for both timely and effective crisis responses.

“Increasingly leaders of organizations are appreciating the need to be ready for when a crisis hits. And they are seeing their PR advisors as critical business partners in helping them preserve their competitive position in a crisis. This certificate program equips PR and communication professionals to help their organizations maintain the trust of those who matter, when it matters most.”



Helio Fred Garcia,
*Executive Director,
Logos Institute for Crisis Management
and Executive Leadership;
professor, NYU and Columbia University*

SCHEDULE

**CRISIS
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	MODULE	SPEAKER/ MODERATOR	GUEST SPEAKER	DATE & TIME
1	Principles of Effective Crisis Response	HELIO FRED GARCIA Executive Director Logos Institute for Crisis Management and Executive Leadership; professor, NYU and Columbia University		October 30 3-4:30 P.M. EDT
2	Obtaining Public Forgiveness	ADAM TIOURIRINE Senior Fellow Logos Institute for Crisis Management and Executive Leadership	BRIAN CHEVLIN Senior Vice President & General Counsel, Pernod Ricard USA	November 6 3-4:30 P.M. EST
3	The Challenges of Social Media in Crisis	HOLLY HELLSTROM Fellow Logos Institute for Crisis Management and Executive Leadership; professor, Columbia University	TBA	November 13 3-4:30 P.M. EST
4	Influencing Leaders	MIKE FERNANDEZ U.S. CEO, LLYC	RON DEFEQ Senior Vice President of Global Engagement American Airlines	November 20 3-4:30 P.M. EST
5	Operational Readiness No. 1: Establishing an Effective Crisis Response Team and Process	BLAKE ZILKO Senior Director Issues Management State Farm Insurance Companies	RICK PIETZAK AND AMY CHARLEY senior managers, public relations, University of Pittsburgh Medical Center	December 4 3-4:30 P.M. EST
6	Operational Readiness No. 2: Effective Crisis Planning	HELIO FRED GARCIA Executive Director Logos Institute for Crisis Management and Executive Leadership; professor, NYU and Columbia University		December 11 3-4:30 P.M. EST

LIVE/ON-DEMAND MODULES



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PRINCIPLES OF EFFECTIVE CRISIS RESPONSE

OCTOBER 30 • 3–4:30 P.M. ET

This module will explore the foundations of an effective crisis response including decision criteria and levers of trust. Participants will learn the core principles of effective crisis response. We'll address the drivers of trust in the context of fulfilling expectations. What would reasonable people appropriately expect a responsible organization to do in this situation? Learn how to quickly prevent reputational harm with the core expectation that the organization cares.

Case Study: This module's discussions will surround a case study balancing empathy and risk and give examples of showing care as well as failing to show care.

By the end of this module, participants will be able to:

- Understand the predictable dynamics in a crisis.
- Choose the most productive option that will resolve a crisis quickly.
- Persuade decision-makers to approve an approach to resolve the crisis that may not be immediately obvious to them.

SPEAKER

HELIO FRED GARCIA

Executive Director
Logos Institute for Crisis Management and
Executive Leadership;
professor, NYU and Columbia University



LIVE/ON-DEMAND MODULES

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OBTAINING PUBLIC FORGIVENESS

NOVEMBER 6 • 3-4:30 P.M. ET

This module will address the case for apologies. We'll cover the relationship between apologies and litigation, and how to obtain forgiveness through the specific language of apologies.

Case Study: In this module's case study, participants will hear examples of effective and ineffective apologies and apologies that are too late.

By the end of this module, participants will be able to:

- Analyze when an apology is necessary.
- Identify all the elements necessary for an effective apology.
- Draft and convey apologies effectively.

SPEAKER/MODERATOR

ADAM TIOURIRINE

Senior Fellow
Logos Institute for Crisis Management
and Executive Leadership

GUEST SPEAKER

BRIAN CHEVLIN

Senior Vice President & General Counsel
Pernot Ricard USA



LIVE/ON-DEMAND MODULES

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THE CHALLENGES OF SOCIAL MEDIA IN CRISIS

NOVEMBER 13 • 3-4:30 P.M. ET

Social media is a two-edged sword in a crisis. It can provide an early warning, but it also can take on a life of its own. There is both an art and a science to using social media effectively in a crisis. The key is to understand the positive and negative dynamics of social media in crisis, and to use it as part of larger crisis management/crisis response strategy.

Case Study: This module will feature an example of how an organization dealt with a significant crisis on social media.

By the end of this module, participants will be able to:

- Understand what works and doesn't work in social media crisis response.
- Prevent self-inflicted harm that comes from ineffective crisis response.
- Identify the kinds of response that work well in social media crisis response.

SPEAKER/MODERATOR

HOLLY HELLSTROM

Fellow

Logos Institute for Crisis Management
and Executive Leadership;
professor, Columbia University

GUEST SPEAKER

TBA



LIVE/ON-DEMAND MODULES

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INFLUENCING LEADERS

NOVEMBER 20 • 3-4:30 P.M. ET

This module will cover how to persuade CEOs and other senior executives to make productive decisions and engage stakeholders in a crisis. We'll address getting CEOs and other executives to communicate effectively in a crisis.

Case Study: This case study will share examples of CEO and senior executives their concerns and the ways executives were persuaded including possible before/after experiences.

By the end of this module, participants will be able to:

- Understand how to move CEOs and other executives to respond effectively in a crisis.
- Explain the predictable outcomes of various choices available to organization.
- Define specific strategies to help preserve an organization's competitive position in a crisis.

SPEAKER/MODERATOR

MIKE FERNANDEZ

U.S. CEO
LLYC

GUEST SPEAKER

RON DEFEO

Senior Vice President
Global Engagement
American Airlines



LIVE/ON-DEMAND MODULES

**CRISIS
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OPERATIONAL READINESS NO. 1: ESTABLISHING AN EFFECTIVE CRISIS RESPONSE TEAM AND PROCESS

DECEMBER 4 • 3-4:30 P.M. ET

This module provides an in depth look at creating the operational readiness for a crisis. Specifically, how to identify executive's roles in a crisis and developing clear processes. We'll cover how to establish internal crisis communications response structures and teams while developing processes and protocols for effective rapid response.

Case Study: This module will share a case study example of establishing a crisis war room, operation center, etc. to ensure an established process.

By the end of this module, participants will be able to:

- Create a well-functioning crisis management team.
- Maximize the impact of the crisis management team in both crisis prevention and crisis response.
- Establish procedures, protocols, and approval guidelines that can help an organization mobilize quickly and effectively in a crisis.

SPEAKER/MODERATOR

BLAKE ZILKO

Senior Director
Issues Management
State Farm Insurance Companies

GUEST SPEAKERS

RICK PIETZAK

Senior Manager
Public Relations
University of Pittsburgh Medical Center

AMY CHARLEY

Senior Manager
Public Relations
University of Pittsburgh Medical Center



LIVE/ON-DEMAND MODULES

CRISIS
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OPERATIONAL READINESS NO. 2: EFFECTIVE CRISIS PLANNING

DECEMBER 11 • 3-4:30 P.M. ET

This module will show how to plan for both a timely and effective crisis response. We'll cover how to prepare for specific crises before they happen. Then we'll wrap up the course by tying together all the resources and practices addressed in each module so you're ready to take the exam and earn your certificate of completion.

Case Study: This module will showcase an example of a well-planned crisis that could have gone quite differently without planning.

By the end of this module, participants will be able to:

- Develop an effective crisis management plan
- Align communication and action so that their organization can walk the talk.
- Analyze the effectiveness of crisis response based on the achievement of the stated goals of the crisis plan.

SPEAKER

HELIO FRED GARCIA

Executive Director
Logos Institute for Crisis Management and
Executive Leadership;
professor, NYU and Columbia University



DETAILS & PRICING



PRSA MEMBER RATES*

Early Bird Rate <i>(expires October 10)</i>	\$1,295
Regular Rate <i>(after October 10)</i>	\$1,495

NONMEMBER RATE

\$1,795

*Global Alliance members qualify for the PRSA Member Rate.

LEARN AS A GROUP

Special Rates are available for groups of five or more. Please contact PRSA for more details.

CANCELLATIONS/REFUND POLICY

Refund of the Crisis Communication Certificate Program fee, less an administrative fee of \$100, will be made if written notice of cancellation is postmarked no later than Oct. 16, 2019. Registrants whose cancellation requests are postmarked after Oct. 16, 2019, will not be entitled to a refund. Cancellation of registration for this event must be. Refund of the Crisis Communication Certificate Program fee, less an administrative fee of \$100, will be made if written notice of cancellation is emailed to registration@prsa.org or made in writing and mailed no later than October 2 to: Crisis Communication Certificate Program, 411 Lafayette Street, Suite 201, New York, NY 10003. If you cannot attend, you may notify PRSA by October 2, if another person will be attending the program in your place. For substitution, PRSA nonmembers must pay the appropriate difference in the registration fee. Please call (800) 350-0111 to make this notification.



APR MAINTENANCE CREDIT

Participants earn 1.0 APR Maintenance Credit for each completed session of this course, for a total of 6.0 APR Maintenance credits.

FOLLOW ALONG

#PRSACrisisComm

FOR MORE INFORMATION & TO REGISTER

Visit prsa.org/pd

CONTACT

Colleen Seaver • Manager, Professional Development
(212) 460-1480 • colleen.seaver@prsa.org



PPSA Learning

120 Wall St., Floor 21
New York, NY 10005

