

# Crisis Communications Plans

## Write Your Own Plan in Just 2 Days

with Gerard Braud

**Similar Plans Would Take One Year to Write**  
**Similar Plans Would Cost \$100,000 or More**

**We Provide the Oversight, Instruction & Templates**  
**Your Team Does the Writing & Customizing**

**Your Deliverable Product is a Completed Crisis Communications Plan in 2 Days**

**Option 1 – Two private days just for your organization**

- Complete your entire crisis communications plan in 2 days
- Up to six writers participate
- Learn the strategies, psychology and tactics for a successful, functional crisis communications plan
- Price \$7,995\* plus travel

**Option 2 – Partner with one other organization in your area**

- Complete your entire crisis communications plan in 2 days
- Up to four writers participate per organization
- Price \$6,995\* per organization plus shared travel

**Option 3 – Partner with two or more other organizations in your area**

- Complete your entire crisis communications plan in 2 days
- Up to three writers participate per organization
- \$5,995\* per organization plus shared travel
- Add a fourth writer for \$995

**Add a special half-day Vulnerability Assessment Program**

- Before you begin writing your plan, this facilitated program assembles a large group of managers and executives, allowing them to weigh in on what crisis scenarios and organizational vulnerabilities your crisis communications plan must address.
- Add \$2,995 for the extra half-day program.

**\*Add plan protection with our annual Living License & Support Program**

- Get plan updates, phone crisis support, continuing education and more
- Just \$795 per year with a 3 year agreement

### About Your Instructor

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.

He is the author of *Don't Talk to the Media Until... 29 Secrets You Need to Know Before You Open Your Mouth to a Reporter*.

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 2 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.

Gerard Braud (Jared Bro)

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