

Crisis Communications When “It” Hits the Fan

with Gerard Braud

Discover how to assess vulnerabilities in your company and write a Crisis Communications Plan.

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

In this program you will:

- Discover the impact of Social Media on crisis communications
- Unlock the mystery of writing a thorough, yet easy to use plan
- Master the secrets to communicating rapidly in a crisis
- Learn why tried and true beats shiny and new in communications

Ideal for every public relations and internal communications professional

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 or a sudden fire, explosion or natural disaster, most organizations fail to plan how they will communicate with their critical audiences, including the media, employees, stakeholders, and the ever present social media world. Failure to plan communications leads to confusion, chaos and a wild array of rumors. Sometimes it leads to death.

In this program, Gerard Braud reveals the steps he has successfully used to help organizations on 5 continents write and implement their crisis communications plans, including:

- How to assess vulnerabilities through collaboration with your company
- The elements that make up the heart of a crisis communications plan
- Ways to pre-write a library of communications templates
- Media training strategies to prepare spokespeople for interviews
- Team building and preparedness through crisis communications drills

This program is available in formats of 1 hour, 90 minutes or 3 hours

To book a program, check availability or pricing, contact
Gerard Braud at 985-624-9976 or gerard@braudcommunications.com

About Your Speaker

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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