

# The Academy of Crisis Communications

Communications Skills for When it Hits the Fan  
with Gerard Braud

This is your perfect, turn-key workshop.  
A full day of actionable, practical learning.

## Social Media When it Hits the Fan *When Social Media & Crisis Communications Collide*

Discover how social media is your friend and foe in a crisis

- Win the war on the web
- Videos, podcasts, blogs, Twitter, Facebook and more
- Understanding the need for speedy communications

## Employee Communications When it Hits the Fan *Making your Biggest Asset a Top Priority*

Learn secrets to save lives and gain trust in a crisis

- Circumvent rumors and gossip
- Plan now to avoid panic in the predicament
- Be the visionary of vulnerabilities

## Leadership When it Hits the Fan *Putting the Lead in Leadership*

Explore the fatal behavioral flaws among leaders

- Spot the dangers before they are dangers
- Break the cycle of second guessing and decision paralysis
- Separate duty and action from denial and arrogance

## Plans for When it Hits the Fan *New Frontiers in Writing Crisis Communications Plans*

Gain knowledge to implement systems that work when you need them most

- Explore the assessment process
- Learn the secrets to writing a crisis communications plan that is easy to use
- Break the binds of slow communications and decision paralysis

## About Your Trainer

Gerard Braud (Jared Bro) is an international coach, trainer, author and speaker, who has worked with organizations on four continents. Known as the guy to call when it hits the fan, he is widely regarded as an expert in crisis communications and media issues.

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, on the scene of every type of disaster imaginable. His affiliate reports have been seen around the world on NBC, CBS, CNN and the BBC.

Since 1994 Gerard has specialized in helping organizations communicate more effectively through media training, crisis communications plans, and employee-manager training.

Gerard Braud

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