Social Media When "It" Hits the Fan

with Gerard Braud

Explore Whether Shiny and New Beats Tried and True in Communications

Find Out If Today's Hottest Online Tools Are Your Friend or Foe When "It" Hits the Fan

In this program you will learn:

- Discover the surprising, clear and present danger of Social Media
- Understand when Social Media is a right fit and when it is a wrong fit
- Delve into what Leaders do and don't know about Social Media

Designed for CEOs, Executives, Associations & Public Relations Professionals

Facebook, Twitter, YouTube and more – Together they are known as Social Media and they have the world and workplace all abuzz.

But is Social Media a necessity, a luxury or a misguided bad idea? In critical times and in crisis, is Social Media your friend or foe? As a communications tool, do you need it or would you be better off without it?

In this program we explore the generational and user gap between those who adore this new wave of communications technology and those who consider it a trivial waste of time. Gerard Braud shares his harsh, surprising, controversial, and eye opening take on Social Media. He'll share case studies of those who use Social Media, the benefits or befuddlement associated with it, and the clear and present danger it adds when "it" hits the fan.

You'll leave this presentation with a new perspective on Social Media and you'll be immediately poised to take action your first day back in the office.

This keynote can be customized for 60 - 90 minutes. Companion break-out sessions are available.

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.