

When “It” Hits the Fan...

Effective communications for critical times
with Gerard Braud

Gerard Braud Keynotes

Leadership When it Hits the Fan

Putting the Lead in Leadership

Designed for CEOs & Executives

Interactive, challenges conventional wisdom, shocking, spiced with humor

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

Employee Communications When it Hits the Fan

Making your Biggest Asset a Top Priority

Designed for Human Resources & Public Relations Professionals

Practical, actionable, interactive

- Circumvent rumors and gossip
- Respect the need for speed in communications
- Plan now to avoid panic in the predicament
- Be the visionary of vulnerabilities

Social Media When it Hits the Fan

When Social Media &
Crisis Communications Collide

Designed for Executives & Public Relations Professionals

Eye opening, thought provoking, actionable, fun

- Untangling twit pics and texts
- Winning the war on the web
- Videos and podcasts and blogs, oh my
- Optimizing to own the story

TESTIMONIALS:

“I attended one of Gerard’s marketing workshops. His energetic and creative approach to marketing inspired me to incorporate his suggestions into my work. Gerard is a compelling storyteller. He can create a powerful, succinct message that tugs at the heart and calls for action. I continue to reference notes and ideas gained from his workshop - they are a valuable resource!”

Jill Ackerman
Director of Development and
Communications
Annunciation Monastery

“Gerard is a media and communications expert. I have hired him several times as a consultant to do media work. He has also spoken at several sessions at the national Keep America Beautiful conference, where he received a tremendous amount of praise for his workshops. He is articulate, creative, knowledgeable and very personable. He involves the audience as participants in the workshop. I would highly recommend his services.”

Gwen Emick
Keep America Beautiful
Louisiana Department of
Environmental Quality

Gerard Braud

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