

# When “It” Hits the Fan...

Effective communications for critical times

with Gerard Braud

## Workshops

### Crisis Communications When it Hits the Fan

#### ***New Frontiers in Writing Crisis Communications Plans***

Designed for Public Relations Professionals

Cutting edge, interactive, challenges conventional wisdom, spiced with humor

- Explore the crisis in crisis communications
- Learn the secrets to writing a crisis communications plan that is easy to use
- Succeed with speed and break the binds of slow communications and decision paralysis

*Available as a breakout program, half-day or full-day workshop*

### Don't Talk to the Media

#### ***Proven Techniques You Need Before You Open Your Mouth to a Reporter***

Designed for CEOs, Executives & Public Relations Professionals

Interactive, fun, controversial and practical

- Discover why the facts don't matter
- Learn to junk the jargon
- Explore the mind and motives of the media

*Available as a breakout program, half-day or full-day workshop*

### Kick-Butt Key Messages

#### ***Writing Clearly in a Complicated World of Communications***

Designed for Public Relations Professionals

Interactive, enlightening, practical, tangible take-aways

- Rethink the way you write
- New mind mapping for the written and spoken word
- Optimize search engines and comprehension simultaneously

*Available as a breakout program, half-day or full-day workshop*

### Social Media Training

#### ***New Frontiers in Media Training***

Learn the good, bad and ugly of social media, including how viral videos can be worse than a traditional ambush interview, and learn the proper way to engage and respond to online forums.

- How to avoid sterilizing a viral medium, while preventing a viral bubonic plague
- Secrets to loosening up the stiff, corporate shirt
- Tips for tackling negative comments on social sites

*Available as a breakout program, half-day or full-day workshop*

### A Day in the Life of a TV Newsroom

#### ***Exposing the Hidden Truths About the News Business***

Learn the ugly truth about the news business in this hilarious, fast-paced, interactive, audience participation seminar that puts you in the shoes of news people.

- Secrets about how dysfunctional most newsrooms really are
- Manipulation techniques to get the news coverage you want
- Why some days, all bets are off

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