

When “It” Hits the Fan

Effective Communications for Critical Times

My Personal Notes & Action Plan

Leadership _____

Communications - PR _____

Speed of Crisis Communications _____

Duty - Action - Being Responsible _____

Sunny Day Planning _____

Vulnerability Assessment _____

Crisis Communications Plan _____

Do we have a great plan? _____

Pre-Written News Releases _____

Media Training _____

How well prepared are our spokespeople? _____

Crisis Drill _____

What priorities should my organization give to various communications tools?

Talking to the media _____

Communicating with employees _____

Website _____

Blogs _____

You Tube _____

Twitter _____

Facebook _____

CNN iReports _____

When should my organization talk? _____

When should my organization listen? _____

Do I use news events as an opportunity to open discussions with our leadership team? ____ Yes ____ No

Should I do it more often? ____ Yes ____ No

What do we need to prioritize when you return to the office _____

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 improved crisis communications for organizations on five continents.

He is credited with developing one of the most innovative approaches to writing Crisis Communications Plans, allowing companies to complete entire plans in just 2 days. He is also 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.

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