

CRM

CENTRE FOR RISK MANAGEMENT

CRISIS & RISK COMMUNICATIONS

March 26th & 27th

Instructor Dr. Vincent Covello



The 2010 BP Gulf of Mexico oil spill highlights what can happen when “the news” gets ahead of a company’s ability to respond and tell their own story. In addition to responding to an environmental emergency, ineffective communications created a second emergency for BP; that of defending itself in the court of public opinion. Not only did this draw resources away from the oil spill response, it threatened the financial health of the company and devastated its reputation and that of its CEO.

Poor communication also significantly hurts a company’s ability to gain approvals for major industrial initiatives be they pipelines, refineries, nuclear power plants, or power transmission lines.

Having a well developed communication strategy, based on sound risk communication principles, makes the difference between gaining public confidence or losing public credibility and incurring all the costs that result from that loss of credibility.

By attending our Crisis and Risk Communication Workshop, you will make communication regret a thing of the past. Our goal is to give you the skills to be an effective ethical communicator. The result will be enhanced personal and corporate credibility.

The next workshop is scheduled for March 26th & 27th.. Our principal instructor, Dr. Vincent Covello, will be offering his unmatched insight and knowledge into the science and art of: Crisis & Risk Communications.

Communicating to an untrusting audience is one of the most difficult tasks you will ever face. If you do it badly, it could end your career. If you do it well, your career could be launched to a whole new level.

People today are cynical and suspicious of both industry and government; especially concerning health, safety and the environment. Your project depends on your communication skills and ability to win the trust of those affected.

This is what you will learn:

- ◆ how emotions affect how people hear and their perception of risk
- ◆ the fundamental importance of building trust and credibility
- ◆ how to identify specific audiences and target messages
- ◆ public perceptions of risk and how to recognize and respond to them
- ◆ how to develop strategies for successful public consultation
- ◆ understanding the media, its needs, and the value they can serve, and how to get your message across successfully
- ◆ how ethical risk communication can be used to enhance your credibility
- ◆ how to build a risk communication program within your organization

WHEN: March 26th & 27th, 2012 (Crisis & Risk Communication Workshop)

WHERE: The Greenwood Inn

3515 – 26th Street N.E. Calgary, AB

COSTS: \$1195.00 + GST (***) 20 % discount, 956 +GST, for early registration before January 31)

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