

CRM

CENTRE FOR RISK MANAGEMENT

CRISIS & RISK COMMUNICATIONS October 27th & 28th, 2010 Instructor Dr. Vincent Covello



Recent events such as the tragic oil spills in the Gulf of Mexico, Red Butte Creek Utah, and the Kalamazoo River in Michigan can create environmental disasters that also threaten the reputation of the operating companies and the entire petroleum industry in general. Having a well developed and functioning communication strategy in place that is based on sound risk communication principles can make all the difference in maintaining public confidence that safety is top priority.

Stay ahead of the pack by attending one of our Risk Communication Workshops and make communication regret a thing of the past in your company. Our goal is to give you the skills to generate accurate information in an effective manner that everyone can understand.

The next workshop is scheduled for October 2010. Our principal instructor, Dr. Vincent Covello, will be offering his usual excellent insight and knowledge.

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 may be in the balance depending on how you react and communicate in high concern conditions.

This is what you will learn about:

- ◆ how emotions affect comprehension and the role of crisis & risk communication in your risk management program.
- ◆ 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: October 27th & 28th, 2010 (Crisis & Risk Communication Workshop)

WHERE: The Greenwood Inn

3515 – 26th Street N.E. Calgary, AB

COSTS: \$1195.00 + GST

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