

May 13th, 2016  
St. John's



**Safety  
Services**  
NEWFOUNDLAND  
LABRADOR

www.safetyservicesnl.ca  
709.754.0210

## Crisis Communication in Emergency Management Provincial Workshop Series

A series of one-day, hands-on workshops that you and your organization can't afford to miss!

### AGENDA HIGHLIGHTS

- Introduction to crisis communications
- Importance of effective communications in emergency planning
- Emergency Operations Centres
- Review of the "Crisis Communications Preparedness Check List™"
- Recognizing the "12 Steps to Successful Crisis Communications™"
- Responsibilities in crisis situations
- Communicating quickly in times of crisis
- Development of key phrases and messages
- Understanding interview techniques
- Engaging media and the role of media
- Crisis communications and social media
- Multiple hands-on and participatory exercises

#### Date:

St. John's, Friday May 13th, 2016

#### Time:

9:00 am to 4:00 pm

#### Lunch:

12:00 pm to 1:00 pm (Lunch provided)

#### Venue:

Safety Services Newfoundland Labrador  
1076 Topsail Rd. Tel: 709.754.0210

#### Cost:

\$240.00 (no tax)

**To Register, Call Toll-Free: 1-877-754-0210**

**Jim Stanton** *President, Stanton Associates*



The workshop will be conducted by Mr. Jim Stanton. Jim has developed exercises and emergency plans for organizations across Canada and the United States. For more than a decade he taught at the Canadian Emergency Preparedness College the Canadian Police College, Royal Roads University and the Justice Institute of BC. During his time in Labrador, Jim has assisted the Town of Wabush and the Town of Labrador City in preparing their Emergency plans in accordance with current Provincial legislation.

The day will be split into three components; the first part of the day will be instructional to outline the topics listed above. The second part will be a tabletop exercise in which participants will go through an exercise to establish, activate and respond to a real-world scenario. The third component is an evaluation of the exercise from a directing staff point of view and by the participants. An evaluation form will be provided.

To register or for more information about this workshop, contact our Mount Pearl office at 709-754-0210 or toll-free at 877-754-0210. Please visit our website at [www.safetyservicesnl.ca](http://www.safetyservicesnl.ca) for more information leading up to the event.