



Bad things happen. Are you ready?

Join the Mid-Columbia PRSA for a conversation on **CRISIS COMMUNICATIONS**

A crisis can happen at any time. Natural disasters, contaminated products or damaging rumors on social media, if handled poorly can have a lasting impact on a company's reputation and bottom line.

Developing effective communication strategies is the first step to ensuring your company survives challenging times.

This presentation will provide participants with the tools to be prepared to proactively respond in crisis situations including:

- What to include in your crisis communications planning
- How to manage perceptions through the use of Information Operations
- Tips for messaging with intent and meeting desired outcomes



Misipati Semi Bird is an internationally renowned public speaker and subject matter expert in organizational and professional development.

A former Army Special Forces Green Beret and recipient of two of our nation's highest awards for heroism and valor - the Bronze Star and the Purple Heart - Semi has leveraged his leadership experience to create cutting edge curriculums and theory that focuses on developing high performing teams and organizations.

Wednesday
June 5

11:30 am – 1:00 pm
Best Western Hotel
1515 George Washington
Way, Richland

Open to the public

Cost: \$20 members
\$25 non-members
\$15 students

Lunch will be served
Register at [EventBrite](#)

Questions? Call Rae Moss
at 509-378-5273

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