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2024 PENNSYLVANIA BUILDING OFFICIALS CONFERENCE Crisis Communications for Municipal Leaders

Logistics

Thursday, September 19, 2024, 8:30 a.m. - 12:00 noon

Audience: Township Managers, Local Government Department Heads, Emergency Service Chairs

Description

In today's fast-paced and unpredictable world, effective communication is paramount, especially during a crisis. Join us for a comprehensive, interactive half-day seminar designed specifically for municipal managers, local government department heads, and agency directors. Gain insights from a seasoned professional with extensive experience in managing crisis communications efforts. Discover actionable strategies and tools to enhance your crisis communication plans. This seminar will cover understanding the critical role of communication by local governmental leaders in various types of crises, developing robust pre-crisis plans, mastering the art of effective messaging during a crisis, and rebuilding trust post-crisis. Participants will benefit from real-world case studies, hands-on crisis simulation exercises, and Q&A to address specific challenges. This seminar is an excellent opportunity to connect with peers, build a network of support and resources, and ensure your community is well-prepared to handle any crisis. Don't miss this chance to enhance your crisis communication skills.

Agenda

- Introduction (5 minutes)
- Understanding crisis communications (10 minutes)
- Planning for a crisis event (20 minutes)
- When a crisis happens (60 minutes)
- *Break* (15 minutes)
- Managing social media during a crisis (15 minutes)
- Managing traditional media during a crisis (25 minutes)
- Post-crisis evaluation (10 minutes)
- *Break* (15 minutes)
- Interactive tabletop drill (30 minutes)
- Conclusion (5 minutes)

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Introduction (5 minutes)

- My background
- Brief introduction to the seminar's objectives
- Importance of effective communication in crisis situations
- Overview of the agenda

Session 1: Understanding Crisis Communication (10 minutes)

- Difference between an issue and a crisis
- Evolving situations
- Role of communications during a crisis
- Importance of communications during a crisis
- Key principles of communicating during a crisis
- Case Study #1: Radon in Glen Ridge, NJ

Session 2: Planning for a Crisis Event (20 minutes)

- What you can do before a crisis happens
- Crisis response team
- Communications planning
- Crisis training and drills
- Selecting a spokesperson
- Case Study #2: Chemical spill in West Virginia

Session 3: When a Crisis Happens (60 minutes)

- Crisis response checklist
- The crisis response team
- The command center
- Identifying target audiences
- Developing a communications plan
- The Q&A document
- Identifying the media list
- Protocol for dealing with the news media
- Media inquiry tracking
- Spokesperson preparation
- Essential communications deliverables
 - Internal communications
 - Public statements
 - News releases
 - Social media posts
 - Website posts
 - News conferences
- Case Study #3: Pittsburgh potholes

15 Minute Break

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Session 4: Managing Social Media During a Crisis (15 minutes)

- How social has changed the media landscape
- Social media can hit like a storm
- Minimize the damage and contain the situation
- The right action plan
- Case Study #4: Equifax security breach

Session 5: Managing Traditional Media During a Crisis (25 minutes)

- Understanding news reporters
- Before an interview
- The Golden Rules of interviewing
- Best practices for interviews
- Typical media brief
- Perfecting key messages
- Perfecting interview skills
- Know when not to comment ... and what to say
- What you need to avoid
- Assumptions that kill careers
- Case Study #5: Dr. Hartley goes on TV

Session 6: Post-Crisis Evaluation (10 minutes)

Assessing the crisis response:

- The plan
- Adapting to an evolving situation
- Evaluating how others responded
- Takeaways and lessons learned
- Evaluating the media/social media response

15 Minute Break

Session 7: Interactive Tabletop Drill (30 minutes)

- The scenario
- The issue
- The crisis
- The response
- The follow-up

Conclusion (5 minutes)

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