



crisis communications conference

FOR EMERGENCY COMMUNICATORS

In an emergency, communication is the key. The time to prepare for a crisis is before it happens. Hosted by the Ottawa Police Service, the Crisis Communications Conference is for Emergency Communicators and partners.

APRIL 19 TO 20, 2016

Lord Elgin Hotel, 100 Elgin Street, Ottawa, ON K1P 5K8

To register, go to oacp.on.ca

<http://www.oacp.on.ca/news-events/events-calendar/2016-crisis-communications-conference>



#CrisisComCon

\$375 + HST

Who Should Attend:

Mid level professional communicators responsible for developing internal or external messaging in crisis situations.

The conference is open to police communicators, other communications personnel for emergency services and partners.

Conference Outline

Building emergency risk communication capacity in your organization is essential to serving the community who is depending on you.

Facilitated by John Rainford, Director of the Warning Project/Carleton University Professor, this conference will provide a framework to the challenges and solutions for effectively communicating through all types of crisis incidents.

"Anyone who has managed an emergency understands the crucial role of communication, whether it is warning those at-risk, coordinating partners, engaging communities or understanding risk perceptions." – John Rainford

Participants will be provided with practical information and tools to plan for any type of crisis, including media and community engagement, leveraging interagency information sharing and maximizing the value of social media.

Two case studies will be reviewed: the Boston marathon bombings, presented by Emergency Preparedness Coordinator Mary Devine and the 2013 Calgary floods, presented by Cst. Mark Smith, Digital Communications Officer and Lindsay Nykoluk, Communications Strategist with the Calgary Police Service. Both of these incidents offer insight and best practices for participants to prepare and respond to an emergency.

The conference will end with a practical exercise using social media, which will encompass all of the learning components provided to participants.