



# Crisis Communications Workshop

## **Welcome and Introduction**

9:00 a.m. – Tiffany Roberts, Leadership Institute

## **Lecture – Intro to Crisis Communications**

9:15 a.m. – Mark Pfeifle, President, OTF Strategies

- Developing plan, identifying team, getting prepared before crises occurs and having elements to thrive
- Awareness and understanding of leadership and ethical dilemmas and how to handle them
- Take a look at a case study about recent Kenosha, WI shootings

## **Thoughts and Q & A**

10:30 a.m.

## **10:45 a.m. – Break**

## **Practice– Mock Crisis Exercise**

11:00 a.m.

- Attendees will break up into groups for two-rounds of a mock crisis exercise. They will create a plan, develop a statement, and choose a spokesperson for each group

## **Final Thoughts and Q&A**

12:15 p.m.

## **Conclusion**

12:30 p.m. – Tiffany Roberts