



THE COURT OF PUBLIC OPINION: THE POWER OF CRISIS COMMUNICATION PLANNING

March 20, 2019 * 8:30 a.m. - 10:00 a.m.
Clark Hill, 212 E. Cesar Chavez Ave, Lansing, MI

THE SESSION:

Today's courtroom is no longer preserved for a judge and jury. The digital age couples with media saturation has created a 24/7/365 platform where companies are now tried publicly through the media's lens. This press has the ability to shape the public's opinion which can result in lost trust, reduced sales, damaged brand equity and plummeting stock.

Crises come in all forms and the construction industry is no exception. With any construction comes safety risks like falling objects, fire hazards, dangerous material and moving machinery. In some cases, crises are unpredictable like in the case where Schlitterbahn's faulty waterslide design led to a child's accidental death. In any instance, these situations are detrimental to a business, but how the client responds, and what they say is just as impactful for future reputational recovery.

In this session, attendees will learn:

- ◆ Why crisis communication is important
- ◆ Planning approach
 - ◆ Pre-Risk Assessment
 - ◆ Identify situations that are possible preventable by simply modifying existing methods of operations.
 - ◆ Provoke thinking about possible responses and best or worst case scenarios to these potential crises.
 - ◆ Proactive Risk Reduction
 - ◆ Crisis Management Playbook
 - ◆ Crisis Response Simulation & Training
- ◆ How PR and Legal can work together for optimal reputation management
 - ◆ Messaging that maximizes protections under law while providing a humanized response
- ◆ "Golden Hour" of crises, how to effectively communicate through failure

THE PRESENTER:

Hillary Popejoy

Director, Public Relations -
RG360 Consulting Services at
Clark Hill PLC

Hillary Popejoy is an experienced communications professional with hands-on experience developing and driving integrated public relations and communications campaigns. Skilled in reputation and crisis management, she has a unique talent for creating content and strategies that engage, inspire and protect a company's brand equity.

A marketer by trade, Hillary has a unique eye to what the consumer, and public, are looking for. She has a successful track record of building brands, engaging audiences across traditional and social media platforms, promoting thought leaders and maintaining corporate reputations during a time of crisis.

Cost:

\$39/AGC Member * \$49/CIAP Member * \$59/Non-Member

Registration Deadline: March 13, 2019

More information: [Viki Gotts](#) * (248) 721-0075

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