

ECPA Insights Session

Intro to Crisis Comms for Public Affairs Pros

When dealing with a crisis or in times of great change, businesses and organisations face increased scrutiny and pressure from stakeholders. High profile crises and those affecting the public will also draw increased focus from policy makers and regulators. Rigorous planning supported by clear communications and stakeholder engagement can help project credibility and demonstrate control of a situation. It can sometimes also help turn a crisis into an opportunity, build long-term trust with stakeholders and restore brand reputation afterwards.

Through insight, case studies and best practice, our webinar will help:

- Develop guiding principles for effective crisis communication
- Consider how social media will impact your response
- Anticipate how a crisis situation could develop
- Understand which stakeholders will be most valuable to you – and what they need from you
- Understand how a growth-mindset can make you more resilient

Date: 30th of April 2020

Time: 10:30 Central European Time

Location: Online – the link will follow registration

How many? Participation in the webinar is limited to the first 40 people who sign up.

Please register your interest by email to sara.garcia@instinctif.com by the 28th of April to receive the webinar link.