

CRM

CENTRE FOR RISK MANAGEMENT

CRISIS & RISK COMMUNICATIONS

November 22th & 23rd, 2016

Instructor Dr. Vincent Covello



When accidents happen, when the unexpected occurs, when change is rapid, when people are upset, when perceptions override reality, when controversies gets ahead of the ability of an organization to respond, ineffective communication can create a secondary crisis.

Not only does ineffective communication draw resources away from the critical tasks at hand, it can threaten the health of the organization and damage the reputation of the organization and its leaders.

Having a comprehensive and functioning communication strategy in place that is based on sound crisis and risk communication principles and scientific research can make a significant difference in maintaining public confidence.

By attending our 1.5 day (finish at Noon on Nov. 23rd) Crisis and Risk Communication Workshop, you can make communication regret a thing of the past.

Our goal is to give you the skills to be an effective and ethical communicator. An important result of skilled communications will be enhanced personal and corporate credibility.

Our principal instructor, Dr. Vincent Covello, will be offering his unmatched insight and knowledge into the science and art of Crisis & Risk Communications.

Biographical Sketch:

Dr. Vincent Covello is the founder and Director of the Center for Risk Communication in New York City. He is a nationally and internationally recognized researcher and expert in risk, crisis, and strategic communications. He has conducted trainings and consulted for several hundred organizations. Dr. Covello's assignments include trainings, workshops, and consultations related to a wide range of high concern or high stress issues, including communications about disease outbreaks, organizational change, terrorism, shootings, food safety, environmental clean-up, radiation, air pollution, water pollution, vaccination, industrial accidents, natural hazards, and pandemic influenza.

Over the past thirty years, Dr. Covello has held positions in academia and government. Prior to establishing the Center for Risk Communication, he was Associate Professor of Environmental Sciences and Clinical Medicine at Columbia University (1988-1992). Dr. Covello also serves as an advisor to the World Health Organization, the US Department of Health and Human Services, the US Environmental Protection Agency, the US Department of Agriculture, the US Centers for Disease Control and Prevention, and other national and international agencies. Dr. Covello is the Past President of the Society for Risk Analysis, a professional association with over 5000 members. Dr. Covello received his doctorate from Columbia University in 1976 and his bachelors with honors and masters degrees in epidemiology from Cambridge University in England.

Dr. Covello has authored or edited more than 25 books and over 150 published scientific articles on risk and crisis communications. One of his books, "Effective Media Communication During Public Health Emergencies: A World Health Organization Handbook," is currently being used by agencies and organizations around the world to communicate effectively before, during, and after public health crises, including pandemic influenza.

People today are cynical and suspicious of both industry and government; especially concerning health, safety and the environment.

Communicating in high concern, emotionally charged conditions to an untrusting audience is one of the most difficult tasks you will ever face.

If you do it badly, it could end your project however, if you do it well, it could help all sides achieve an open, honest, and trustworthy exchange of information.

This is what you will learn:

- the fundamental importance of building trust and credibility
- how to identify specific audiences and target messages
- public perceptions of risk and how to recognize and respond to them
- how to develop strategies for successful public consultation
- how emotions affect comprehension
- how crisis & risk communications can improve your overall risk management program.
- understanding the media, its needs, and how to get your message reported successfully
- how ethical risk communication can be used to enhance credibility
- how to build a risk communication program within your organization, and more.

WHEN: November 22nd (7:30 am – 5 pm) & 23rd (7:30 am – Noon), 2016 (Crisis & Risk Communication Workshop)

WHERE: Sandman Hotel & Suites Calgary Airport, 31 Hopewell Way N.E. (Barlow and McKnight), Calgary AB., 403-219-2475.

COSTS: \$950.00 + GST \$47.50 = \$997.50

REGISTRATION FORM: <http://www.centre4riskman.com/courses.html>

CONTACT INFORMATION: Tel: (403) 803-2367

Fax: 1-866-735-4191

e-mail: centre4riskman@shaw.ca

web: www.centre4riskman.com