



# STRATEGIC & CRISIS COMMUNICATIONS MANAGEMENT WORKSHOP



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## VIRTUAL LEARNING

DATE	TIME: EST	COST
Wednesday July 29	6:00 PM-9:00 PM	US\$695 or JM\$, Bb\$ or TT\$ Equiv.
Thurs., July 30	6:00 pm-9:00 pm	

**FEATURING ONE OF THE WORLD'S LEADING EXPERTS IN STRATEGIC AND CRISIS COMMUNICATIONS MANAGEMENT, EMERITUS PROFESSOR DON STACKS OF THE UNIVERSITY OF MIAMI**

### CONTACT INFORMATION

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**Register by filling out and returning form online at:**

**<https://www.corporategovernanceadvisors.com/registration/>**

**IMPORTANT NOTE: Each registered participant of this event will obtain pro bono attendance to "The Art of Effective Listening" Course (July, 28, 6:00-9:00pm)**

**REGISTER TODAY!**

### **HIGHLIGHTS OF THE GENERAL LEARNING THEMES:**

- Corporate Communications
- Strategic Communications
- Crisis Communications and a Survival Guide
- Delivering the Strategic Message
- Internal Communications and Achieving Buy-in for the organization's value proposition
- Positioning and Communications Strategy
- Strategy and Creativity in Today's Marketplace; Learning to Lead; Integrated Brand Communications; Reputational Risk Management

### **SPECIFIC TAKE-AWAYS (WHAT PARTICIPANTS WILL GAIN):**

- Appreciate the importance of communication in mitigating risk
- Discuss proactive crises analysis and development of contingency communication plans
- A crisis communication multi-dimensional model (PR<sup>3</sup>) will be explained and used a practical Application; Differentiate between a real crisis and an emergency or a Tragedy; Implement a crisis communications audit
- Understand, manage and deal with a crisis; Providing the right communications advice at the right time; Respond to the media during a crisis
- Use online platforms for crisis communications; Formulate a crisis communications strategy and action plan; Avoid the classic and common pitfalls in addressing and communicating during the corporate crisis; Identify communication champions at all levels of the Organization

### **PRIMARY BENEFICIARIES WOULD BE:**

- Senior public relations, communications, marketing and advertising executives and their teams;
- Board of Directors, strategists and communications policy specialists
- C-Suite Executives and other managers
- Cultural Alignment, Business Continuity Managers
- Undergraduate and graduate student of communications and public relations
- Risk Management Professionals and anyone interested in strategic and crisis communications management.

### **FEE STRUCTURE AND POLICY**

- A. Corporate rates are available for groups of five (5) or more learners from the same company at 10% discount. Fees include all learning course material and Certificate of Accreditation. Full payment or payment arrangement should be confirmed at least 5 working days before carded date of the event.
- B. Registration confirmation is assured only on receipt of full payments. While we understand companies and government procurement processes and usually receive payments up-to 10 days after the event, private individuals sponsoring themselves must pay in full at least 72 hours before the event. No refund for cancellation within 5 working days of any of GovStrat's event. Substitution of persons is allowed providing that notice is given at least 2 days before the event. No refund for "no shows" and where companies are yet to pay, full payment is expected. Only a limited number of participants will be admitted to facilitate a high level of participatory learning. The course maybe postponed or cancelled at any time without prior notice by the hosts and or organizers. In such circumstance, full refund will be made where applicable
- C. We accept corporate cheques and manager's cheques, banker's draft and wire transfer (bank-to-bank) in local currencies where applicable based on invoice instructions and United States Dollars.
- D. By completing and returning our registration form means you have agreed to all the terms of this Policy.

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## **DON W. STACKS, PH.D., LEAD FACILITATOR**

Don is Emeritus Professor and former Director of the Public Relations Program in the School of Communication at the University of Miami, Coral Gables, FL. As director, he has taken the program into the top 25 undergraduate and top 10 graduate public relations programs in the United States with a focus on strategic communication and research. He has written more than 150 scholarly articles and papers and authored or co-authored seven books on communication topics, to include the award winning Primer of Public Relations Research, the National Communication Association's PRIDE award and was named the Measurement Standard's "measurement tool" for 2003. He edited the 2002 and 2006 Dictionary of Public Relations Research and Measurement. His awards include the Ralph Nichols Award for research in Listening (1984); the Institute for Public Relations Research and Education awarded Stacks its 1999 "Pathfinder Award." He was selected as the recipient of the University of Miami's "Provost's Award for Outstanding Research and Theory" in 1999. The Public Relations Society of America named him Outstanding Educator in 2003 and the recipient of the Jackson Jackson & Wagner Behavioral Science Prize in 2005. In 1992 he was named "Outstanding Professor" by University of Miami students. In 2007 he was elected as an Eastern Communication Association "Distinguished Research Fellow" and "Distinguished Teaching Fellow" in 2008. Dr. Stacks has been an active communication consultant for over 30 years. His areas of expertise include organizational systems assessment, sociological/psychological organizational analysis, media relations, internal organizational communications, leadership, as well as serving as a trained listening specialist. His clients include a variety of organizations, to include School Employees Trust, Allstate Insurance, Columbia Energy Group, Energy Automation Services, Broward Public Schools, American Electric Power, and the University of Miami. Dr. Stacks served as Vice President for Research for Market Analysis Research of Mobile, Alabama, from 1979 to 1980. MAR's clients included First Alabama Bank, for which MAR conducted the initial research on customer perceptions of the use of ATM machines, marketing surveys for a variety of clients in south Alabama, Florida, and Mississippi, and conducted internal corporate research for Federated Stores. MAR employed a variety of communication research methods and was one of the first research firms to include socio-metric analysis in its toolbox.

He is a member of The Arthur W. Page Society, the Association for Education in Journalism and Mass Communication, the International Listening Association, International Public Relations Association, and the National Communication Association. He serves on the editorial boards of most premier communication and public relations journals and directs the annual International Public Relations Research Conference, the only research conference focusing purely on public relations research. Stacks serves as trustee for the Institute for Public Relations, and is on the Boards of the International Public Relations Association, the Commission on Public Relations Measurement and Evaluation, and served for 10 years on the Commission on Public Relations Education's board. Dr. Stacks received his B.A. ('71) from Northern Michigan University, M.A. ('75) from the Auburn University, and Ph.D. ('78) from the University of Florida. Prior to receiving his M.A., he spent three years in the U.S. Army, stationed in Alexandria, VA, and Washington, DC.