

**Friday, August 2**

**City of Beverly Hills  
Municipal Gallery – South  
Wing of City Hall  
450 N. Crescent Drive  
Beverly Hills, CA 90210**

**9:30 to 1:00 p.m.**

9:30 to 10 a.m. - Registration and  
Networking

10 a.m. to 1 p.m.- Program

### Speaker Information

Scott Summerfield  
SAE Communications

Sheri Benninghoven  
SAE Communications



### Workshop Sponsor



### Prices

CAPIO/PRSA-IE Members - \$40

CAPIO/PRSA-IE Non-members - \$60

### Contact information

info@capio.org or call 1-844-CAPIO55

*Lunch will be provided*

## Preparing for the Crisis, Managing the Issue, and Communicating Afterward

Whether a fire, flood, mass shooting or crisis of confidence, ongoing communication with your community and stakeholders is essential. There is a great deal of planning that needs to happen before you face a crisis, but continuing communications responsibilities are often overlooked. Once the initial crisis communication efforts have taken place, there is still a lot of outreach to do following an incident - which can go on for weeks or even months.

Scott Summerfield and Sheri Benninghoven, APR, of SAE Communications will lead this session, providing you with real-life case studies, tips for navigating your crisis, and an opportunity to share experiences with your peers and learn from those who have experienced crises of all types.

### The session will cover:

- How to prepare in advance, including discussion of Emergency Public Information Plan elements
- Overview of the Joint Information System and Joint Information Centers
- Crisis communications messaging case studies, including wildfires, oil spills, debris flows and more
- Social media monitoring case study
- Initial steps in handling a crisis of confidence
- Targeted evacuation procedures
- Crisis communications challenges, including political, jurisdictional, and staffing
- Essential communications efforts after the initial crisis, including community vigils/memorials, connecting lost animals with their owners, coordination with local schools, supporting the local assistance center, working with non-profits/faith organizations and others

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