



regional workshop

Southern California Workshop

November 8, 2018

Southern California Earthquake Center

University of Southern California
3651 Trousdale Pkwy
ZHS 165
Los Angeles, CA 90089
SCEC's Media and Training Room

9:00 a.m. – 3:00 p.m.
(Check-in begins at 8:30 a.m.)

Register



Facilitator

Scott Summerfield

principal
SAE Communications

Panelists

Jason Ballmann

communications manager
Southern California Earthquake Center

Cindy Allen

president
Agency ETA

Professor Kathleen West

Keck School of Medicine

Shake It Up:

Campaigns, Crises, and Networks

Join CAPIO for a full day of skills-building led by industry expert, Scott Summerfield, SAE Communications. First, hear from a panel of experts about successful public safety and health campaigns that address a variety of topics including, but not limited to, earthquake safety, conservation and public health. Each presentation will focus on how you too can create a grassroots effort for meaningful change. Then, learn how to prepare for a crisis. As PIOs we often prepare for the disaster-related crises, but this workshop will focus on the "Crises in Confidence;" the challenging ethical issues or sticky situations that can tamper your city or agency's reputation. Get the tools you need to think deeper and prepare for these types of situations. The workshop will include small group exercises and participants are encouraged to bring a current issue you are dealing with so you can walk away with effective, ready to implement key messages. Also included with registration is a tour of USC's Annenberg Media Center.

Attendees will:

- Learn the components of a successful PR campaign
- Hear insights from three different campaigns
- Learn how to get top leadership to buy into your Crisis Communications Plan
- Think outside the PIO box- who can fill your shoes if you aren't there for the crisis?
- Understand how to prepare emotionally for a crisis

Workshop Sponsors:

S·A·E
COMMUNICATIONS

Strategic and Crisis
Communications for
Local Government

Shake Out
TM

SC/EC

\$35 for CAPIO Members
\$50 for Non-Members

Lunch is being sponsored by the Southern California Earthquake Center.

For registration questions email events@capio.org or call 1 (844) CAPIO55

This workshop qualifies for the J. Lindsey Wolf PIO Institute Credit: Crisis Communication (CC) OR Strategic Communication (SC)

www.capio.org

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