

Advanced Crisis Communication

CERTIFICATE PROGRAM

Six Live/On-Demand Modules

Wednesdays, May 25–June 29
3–4:30 p.m. EDT



PROGRAM INFORMATION



Effective crisis communication can help organizations maintain trust, inspire confidence and build competitive advantage.

And the pandemic, the great resignation and political polarization have made the need for effective crisis communication even greater. Increasingly, public relations professionals are being seen as more than communicators, but as business problem solvers who can help their clients navigate the challenges of maintaining the trust of stakeholders.

PRSA builds upon the foundation of our prior live Crisis Communication Certificate programs (offered in 2017 and 2019), and this year we are thrilled to launch a brand-new certificate program in Advanced Crisis Communication. This program is best suited for professionals who have taken a past Crisis Communication Certificate Program or who already have more than eight years of understanding crisis communication best practices.

The Advanced Crisis Communication Certificate Program will be led by an internationally recognized expert in crisis management and communication, Helio Fred Garcia, and will feature guest speakers who can provide in-depth and real-world examples of crisis best and worst practices. This professional development offering is designed as a live, online program of six modules and will launch on May 25, 2022, and run through June 29, 2022, airing each consecutive Wednesday from 3–4:30 p.m. ET. All modules will be recorded so that participants can (re)listen or review them after the live date in preparation for the final exam. Additionally, participants will be given access to PRSA's Online Advanced Crisis Communication Community, an exclusive online forum offering private access and interactive dialogue with other members taking the course.

The certificate program involves a combination of presenters, curated by Helio Fred Garcia. Each week he will be joined by one or more experts in various aspects of the week's topic who will present case studies of how they applied the concepts. After successfully completing and passing the 18-question, multiple-choice test at the end of the certificate program, registrants will be awarded a certificate of completion.



PROGRAM INFORMATION



THIS CERTIFICATE PROGRAM IS DESIGNED FOR:

- Senior-level PR and communication professionals.
- Professionals who are responsible for corporate reputation.
- Professionals responsible for managing a corporate communications team.
- Leaders charged with advising leaders, lawyers and other executives.
- Professionals responsible for managing digital communications.
- Risk management professionals.
- Communication leaders with eight or more years of experience.

BY THE END OF THIS CERTIFICATE PROGRAM, PARTICIPANTS WILL BE ABLE TO:

- Understand the most effective mindset for guiding organizations through crisis.
- Determine how to get buy-in from non-communicators, including CEOs and other business leaders.
- Explain the power of decision criteria in managing and mitigating risks.
- Define how to work collaboratively with lawyers and how to manage the sometimes-conflicting priorities of lawyers and communicators.
- Understand the dynamics and effective ways to counter crises in which your organization is targeted by adversaries, critics, and others.
- Evaluate the particular dynamics and challenges of mass casualty events.

Required prerequisite: All registrants of this certificate program will be asked to (re)watch the on-demand module, "Principles of Effective Crisis Response," prior to the certificate program's start date. This on-demand module will be made available to each participant within the program's online community after their registration.

SPEAKER



Helio Fred Garcia
Executive Director
Logos Institute for Crisis Management
and Executive Leadership

“Crises do not necessarily cause trust or reputation to fall; a well-handled crisis can actually improve trust and reputation. It isn’t the severity of the crisis that determines the outcome, but the timeliness and quality of the response. And we have more control over the outcome than we may initially believe. This certificate program helps demystify what it takes to respond effectively in any crisis.”

For 40 years, Helio Fred Garcia has helped leaders build trust, inspire loyalty and lead effectively. He is in his 34th year on the New York University faculty where he has been named Executive MBA Great Professor. He teaches crisis management in the Executive MBA and M.S. in Risk Management programs, and in the M.S. in Public Relations and Corporate Communication program. He is also on the graduate faculty of Columbia University’s Fu Foundation School of Engineering and Applied Sciences where he teaches ethics, leadership and crisis management. He has written five books on crisis, leadership and communication. He received the PRSA-NY Philip Dorf Award for Mentoring and John W. Hill Award for lifetime achievement.

SCHEDULE

	MODULE TITLE	DATE & TIME
1	It’s Never About Us; It’s Always About Stakeholders	Wednesday, May 25 3–4:30 p.m. EDT
2	Getting Executive Buy-In	Wednesday, June 1 3–4:30 p.m. EDT
3	Taking Risks Seriously	Wednesday, June 8 3–4:30 p.m. EDT
4	Working With the Lawyers: Balancing Legal and Reputational Risks	Wednesday, June 15 3–4:30 p.m. EDT
5	Being Prepared: When You are the Target	Wednesday, June 22 3–4:30 p.m. EDT
6	When the Whole World Is Watching: The Challenges of Mass Casualty Events	Wednesday, June 29 3–4:30 p.m. EDT

LIVE/ON-DEMAND MODULES



MODULE 1: It's Never About Us; It's Always About Stakeholders

► Wednesday, May 25, 3–4:30 p.m. EDT

In this module we cover the mindset of leadership necessary to navigate crises effectively. One of the common elements of failed crisis response is leaders who make decisions based on personal preference — and fear, shame, anger or denial. Using the proper mindset leads to better outcomes. And that mindset is all about the affected stakeholders. Often those stakeholders feel victimized. We cover the predictable needs of victims, and how to prevent or resolve their feeling of victimhood.

By the end of this module, participants will be able to:

- Explain the power of patterns and pattern recognition.
- Discern why decisions based on personal preference make crises worse.
- Understand the needs of victims.

LIVE/ON-DEMAND MODULES



MODULE 2: Getting Executive Buy-In

► Wednesday, June 1, 3–4:30 p.m. EDT

In this module we cover why executives are so often reluctant to follow their PR advisers' counsel, and default instead to lawyers' advice or their own personal preference. Here we cover the causes of PR advisers' marginalization and cover five strategies to break out of that marginalization.

By the end of this module, participants will be able to:

- Discover why so many executives fail to follow their PR people's advice.
- Determine strategies to become a trusted adviser.
- Define the true strategic contribution of PR people in a crisis.

LIVE/ON-DEMAND MODULES



LIVE/ON-DEMAND MODULES



MODULE 3: Taking Risks Seriously

► Wednesday, June 8, 3–4:30 p.m. EDT

In this module we cover ways to understand risk in a crisis. Leaders understand crises in terms of risk to the enterprise: to financial condition, operations, stock price and other measures of competitive position. PR people need to be conversant in the language of risk, risk management and risk mitigation. Taking risks seriously requires understanding the tradeoffs among different possible courses of action and prioritizing which risks take precedence over others.

By the end of this module, participants will be able to:

- List the reasons why leaders focus on risks.
- Determine how to map and prioritize risks.
- Explain the disproportionality of risk over time.

MODULE 4: Working With the Lawyers: Balancing Legal and Reputational Risks

► Wednesday, June 15, 3–4:30 p.m. EDT

In this module we will cover how to navigate the natural tension between communication counsel and lawyers. It will focus on strategies for communicating in ways that promote open communication while protecting clients and employers from legal liability.

By the end of this module, participants will be able to:

- Determine what is the lawyers' perspective.
- List areas of common ground to be found.
- Analyze how to work well with lawyers.

LIVE/ON-DEMAND MODULES



MODULE 5: Being Prepared: When You are the Target

► Wednesday, June 22, 3–4:30 p.m. EDT

Crises rarely “just happen.” Some organizations find themselves in a serious crisis situation not by unlucky coincidence, but because the crisis is being orchestrated by an adversary or competitor. This module will cover the structure and architecture of corporate (or “comprehensive”) campaigns, proxy fights, boycotts, political entanglements, and social media attacks. It will explore ways to anticipate when such attacks are likely, and how to prepare to mitigate the effects of such attacks.

By the end of this module, participants will be able to:

- Anticipate the kinds of orchestrated attacks their organizations may be subject to.
- Understand the motives, mindset, and strategies behind those who launch such attacks.
- Understand the most effective ways to prepare for and communicate in such crises.

LIVE/ON-DEMAND MODULES



MODULE 6: When the Whole World Is Watching: The Challenges of Mass Casualty Events

► Wednesday, June 29, 3–4:30 p.m. EDT

In this module we cover the particular challenges of mass casualty events — terrorist attacks, mass shootings, tornadoes, floods, etc. — when the nation’s or the world’s news media descend upon an organization. We will cover ways to prepare, the challenges of continuous media interest and media intrusions, and ways to harness resources effectively.

By the end of this module, participants will be able to:

- Analyze the challenges of sudden, fatal events.
- Determine the steps needed to prepare mentally and operationally.
- Manage the media feeding frenzy.

DETAILS & PRICING



PRSA MEMBER RATES*

Early Bird Rate (on or before May 11)	\$1,295
Regular Rate	\$1,495

NONMEMBER RATE

\$1,795

*Global Alliance members qualify for the PRSA Member Rate.

LEARN AS A GROUP

Special Rates are available for groups of five or more. Please contact PRSA for more details.

RENEWAL CEUs



Participants with the APR credential earn 0.5 renewal CEUs for each completed module of this course, for a total of 3.0 CEUs.

REGISTER

prsa.org/Advanced-Crisis-Comm



CONTACT

PRSA's Professional Development department
at PD@PRSA.org

CANCELLATIONS/REFUND POLICY

Refund of the Advanced Crisis Communication Leadership Certificate Program fee, less an administrative fee of \$100, will be made if written notice of cancellation is postmarked no later than May 11, 2022. Registrants whose cancellation requests are postmarked after May 11, 2022, will not be entitled to a refund. Cancellation of registration for this event must be made in writing and mailed to: PRSA Advanced Crisis Communication Certificate Program, 411 Lafayette Street, Suite 201, New York, NY 10003, or emailed to registration@prsa.org. If you cannot attend, you may notify PRSA by May 11, 2022, if another person will be attending the Certificate Program in your place. For substitution, nonmembers must pay the appropriate difference in the registration fee. Please call (800) 350-0111 to make this notification.