

# "What Now?! Communicating in Tough Times."

Jeff Chatterton, Checkmate Public Affairs

Friday, April 13, 2012

[McKinley Grand web site](#)

Time Frame	Topic
11:00 am - 1:00 pm	Registration, McKinley Grand pre-function area
1:00 pm	Welcome
1:15 - 2:15 pm	The Fundamentals: risk, crisis, trust and credibility <ul style="list-style-type: none"><li>- What issues will you likely face?</li><li>- Why is trust so important?</li><li>- How do you build it/keep it?</li><li>- Difference between high risk/low risk communications</li></ul>
2:15 - 3:15 pm	The Seven Cardinal Rules: <ul style="list-style-type: none"><li>- Seven Steps to Save your Butt when **it Hits the Fan</li></ul>
3:15 - 3:30 pm	Break
3:30 - 4:15 pm	Non-verbal communications and message traps <ul style="list-style-type: none"><li>- What things do you do every day to shoot yourself in the foot?</li><li>- How can you tell when someone's lying even before they move their lips?</li><li>- The difference between the sexes</li></ul>
4:15 - 5:15 pm	Answering difficult questions and review <ul style="list-style-type: none"><li>- How to calm an upset audience</li><li>- Answering tough questions without looking like you're avoiding them</li></ul>

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**PLEASE PRINT LEGIBLY (one applicant per form)**

## CRISIS MANAGEMENT AND COMMUNICATION REGISTRATION

*(For those attending ONLY this session)*

Name	E-mail	Phone			
Address	City	State Zip			
Participant Classification <i>(check all that apply)</i> : <input type="checkbox"/> Event Organizer <input type="checkbox"/> Event Director <input type="checkbox"/> Event Safety Officer <input type="checkbox"/> Other					
BEFORE FEBRUARY 20, 2012			AFTER FEBRUARY 20, 2012		
	Fee	Total		Fee	Total
Crisis Management and Communications \$75 ( \$55 if also registered for Safety Seminar)	\$75/ \$55		Crisis Management and Communications \$85 ( \$65 if also registered for Safety Seminar)	\$85/ \$65	
<b>TOTAL ENCLOSED</b> Make checks payable to NOBPA			<b>TOTAL ENCLOSED</b> Make checks payable to NOBPA		

**Please return completed application and payment to:**

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Canton, Ohio 44714  
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