



**Tuesday, April 27, at 4:30 p.m.**

The Crisis Communication Workshop will be held virtually, via ZOOM

To reserve your space and for additional details, please visit  
<https://www.eventbrite.com/e/crisis-communication-workshop-tickets-147632192863>

Organizations face crises of different sizes on a regular basis- negative feedback on review sites, rumors spreading on social media, and most recently the possibility of a positive COVID-19 case at a business. When businesses must respond to events like these, a timely and tactful response is critical. In this session we will talk about what crisis communication is, best practices for businesses, and how to create a crisis communications plan. The session will review a number of case study examples, as well as include time for questions at the end of the presentation.

John Carr, Program Coordinator and Instructor for the Emergency and Disaster Management program at Northwest Missouri State University, will facilitate the Crisis Communication workshop.

*The workshop has been paid for with Coronavirus Aid, Relief, and Economic Security Act (CARES) funds awarded to the Northwest Missouri Regional Council of Governments by the U.S. Department of Commerce Economic Development Administration.*

