



ASSOCIATION OF CONTINUITY PROFESSIONALS  
Los Angeles Chapter

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Los Angeles, California

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## Crisis Communications in Today's World

Gone are the days when call trees were adequate crisis communications tools. In today's high-risk world, it's necessary for organizations to use the technological tools that are available. These include social media, emergency notification systems, toll-free numbers, cellular and satellite phones, text alerts and others.

For our June Meeting, we'll hear from Patti Minassian, an award winning brand builder who develops integrated marketing communications programs. If you're trying to maximize the effectiveness of your crisis communications strategy, don't miss the timely presentation!

### Presentation Highlights

- Hear about the integration of social media into a crisis communications program
- Discover the technologies that are available now as well as when and how to use them
- Learn about the history of crisis communications and the events that have shaped today's approach to communicating during an emergency
- Learn about good versus bad crisis communications practices; when to do press releases versus media interviews
- Get tips for developing message content; how to communicate clearly and succinctly
- Find out how to minimize the chances that your communications may increase the organization's liability
- Learn when to use a crisis communications professional versus managing communications with non-specialized personnel

### Our Disaster Communications Plan Goes Something Like This...



**Patti Minassian** has developed crisis communications strategies and documentation for major corporations. She is an expert in emergency management and has FEMA/NIMS Incident Command System credentials as a Public Information Officer.

## Tuesday, June 13, 2017

**Time:** 11:30 am - 2:00 pm

**Cost:** \$20 ACP Members (includes lunch)  
\$30 Non-Members (includes lunch)

**Location:** **Westside Conference Center**  
6100 Center Dr, Los Angeles, CA 90045

**Questions:** [acpla2016@gmail.com](mailto:acpla2016@gmail.com)

**RSVP by 6/8/17 at:** [www.surveymonkey.com/s/ACPLosAngelesChapterRSVP](http://www.surveymonkey.com/s/ACPLosAngelesChapterRSVP)

### A Special Thanks To:

Everbridge for sponsoring the June ACP-LA meeting.



Keeping people safe and businesses running.