

Proactive Crisis Media: How to Effectively Communicate and Manage During an Emergency

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- Learn the 5-R Framework to create (or revise) your crisis media plan to mitigate risk and protect your brand
- How to assemble and train a core cross-functional team before an emergency hits
- Prepare leaders for breaking news interviews and communication under the glaring media spotlight so they are seen as trustworthy and credible to the public and their internal teams/stakeholders

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