



# 3rd Annual Crisis Communications Conference

For Municipal and Emergency Response Communications

Thursday March 7 and Friday March 8, 2019  
Red Deer, Alberta at the Radisson Hotel

It is not a matter of *if* you will face an emergency or crisis situation, it's a matter of *when*.

**Municipalities must be prepared.**

## Who Should Attend:

- Mayors & Councillors
- Communications professionals and Public Informations Officers (PIO)
- Leadership and Management teams
- Emergency Management Personnel (including DEMs, Fire Chiefs, Police Chiefs, and delegates)
- All EOC designates

By attending this conference you will have the opportunity to explore the **key lessons** from the past year of municipal emergencies & crises in Canada, **gain practical guidance** to **improve your emergency & crisis communications strategy** and explore new ideas with our expert panel.

## You will learn:

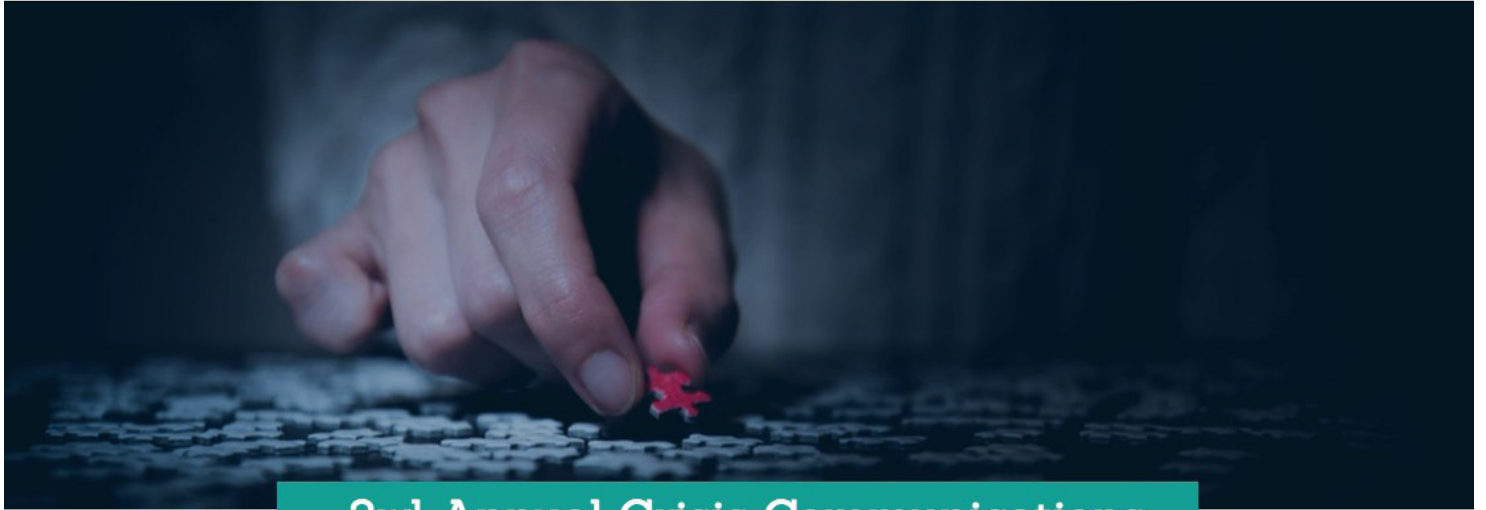
- Best practices in emergency & crisis communication strategies
- Working with the media
- Giving clear and consistent messages during a crisis
- Maintaining a good reputation throughout and after a crisis
- How to use social media platforms
- Focusing your plan on the most relevant risks and audiences
- Getting your spokespeople ready to deal with tough questions
- Teeing up key stakeholders as spokespeople and allies
- Avoiding mistakes that will guarantee a negative reaction
- How to ensure your organization puts its best values front and center no matter what effectively

Register Today at:  
[gcmatters.ca/events](http://gcmatters.ca/events)



Presented by

**Grapevine  
Communications**



## 3rd Annual Crisis Communications Conference

Our theme of **Leadership and Collaboration** will be featured through keynote speakers, networking events, and industry workshops over the course of the 2-day conference.

### Agenda Thursday, March 7

- 8:00AM:** Registration and Continental Breakfast
- 8:45AM:** Welcome & Opening Remarks
- 9:00AM:** “Leading during Recovery: Considerations for Crisis Communicators and Emergency Planners” - Pamela Goulden-McLeod, Director of Emergency Planning for the City of Saskatoon
- 10:00AM: Break**
- 10:15AM:** “Accelerating Economic Recovery and Resiliency After a Crisis” - Leann Hackman-Carty, Founder & President HackmanCarty & Associates.
- 11:15AM:** Interactive Discussion Group
- 12:15PM: Lunch**
- 1:15PM:** Media Relations Keynote - TBD
- 2:15PM: Break**
- 2:30PM:** “Fort McMurray Wildfires: Crisis & Recovery” - Jordan Redshaw, former Communications Strategist for Municipality of Wood Buffalo
- 4:00PM: Conference Concludes for the day**
- 4:30PM:** Wine and Cheese Reception

### Agenda Friday, March 8

- 8:00AM:** Registration and Continental Breakfast
- 9:00AM:** “Year in Review: 2018 Emergencies” - Katie Robertson, President and CEO of Grapevine Communications
- 10:00AM: Break**
- 10:15AM:** “Crisis and Emergency Management” - Shane Schreiber, Managing Director at the Alberta Emergency Management Agency
- 11:15AM:** “Social Media: Just Another Tool in the Toolbox” - Benjamin Morgan, Founder of deidou Communications
- 12:15PM: Lunch**
- 1:15PM:** Workshop: Media Relations and News Conference Planning/Practice - Presented by Grapevine Communications & deidou Communications
- 3:15PM: Break**
- 3:30PM:** Closing Remarks
- 4:00PM: Conference Concludes for the day**

### Pricing:

Early Bird: \$399 + GST (ends Dec. 31st)

Full Pricing: \$499 + GST

Tickets include: 2-day conference entry, breakfast, lunch, refreshments, parking, and more.