

Welcome to Crisis Communications Module Two:

Developing a Crisis Communications Plan.

I'm Barbara Wichmann, founder and CEO

of ARTÉMIA Communications, a certified women-owned business

or WBE.

For more than 25 years, our award-winning agency

has helped countless national and international clients

from Fortune 100 and 500 companies to startups,

reach and engage their audiences

through full-service communications

and marketing initiatives.

This crisis communications training

is based on my extensive experience working with major B2B

and B2C media outlets as well as planning effective communication strategies, executive training events, and advising C level teams.

The insights I will share during this course apply to businesses of every size and industry.

In this module, we'll have an in-depth discussion of the elements of a crisis communication plan.

And I will help you develop your own plan.

Throughout this course, I will provide documents to assist you in creating your own customized crisis communications plan.

While we cannot prevent all crises, we can anticipate and prepare for them.

By having a crisis communications plan in place

before an incident occurs,

you will be better positioned to address it

in a timely manner and shape the story.

Now it's time to develop your plan.