

**2018 Crisis Response Training**  
*Are You Prepared to Stand  
In Front of the Media?*



**February 28, 2018**  
**Gilbreath Conference Center**  
**Baptist Health, Little Rock**



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## Who Should Attend:

Emergency Preparedness Directors and Managers, Public Information Officers, Chief Information Officers, COOs, CEOs, Marketing & PR Managers and Directors, Risk Managers, Compliance Directors and Managers, Legal Counsel, and anyone who might be responsible for managing communications during a crisis.

# **2018 Crisis Response Training:** *Are You Prepared to Stand In Front of the Media?*

**Gilbreath Conference Center, Baptist Health Medical Center-Little Rock**  
**February 28, 2018**

*Featuring*  
***Vincent Covello, PhD, Director, Center for Risk Communication***

## Agenda

**8:15 a.m. Registration & Refreshments**

**8:45 a.m. Welcome and Introductions**

Lyndsey Dumas, VP of Education, Arkansas Hospital Association (AHA)

**9:00 a.m. Risk, Emergency and Crisis Communication Skills: Ready to Respond**

Dr. Vincent Covello, the leading international expert on crisis and risk communications, will discuss changes in how information is processed during emergency and crisis situations; share lessons learned from real world events; and describe how to employ response strategies that enhance trust and credibility.

**10:45 a.m. Break**

**11:00 a.m. Risk, Emergency and Crisis Communication Skills: Ready to Respond (continued)**

**12:00 noon Lunch** (*provided*)

**12:45 p.m. Principles, Strategies and Practical Tools for Communicating Effectively in High Concern, High Stress Situations**

In this deep-dive session, Dr. Covello will share a variety of strategies and practical tools necessary to communicate effectively in crisis situations including how to choose a spokesperson; key talking points to be included in any good crisis communications response; key questions your organization's spokesperson should be ready to address; and how to craft and deliver messages responsive to audience concerns in high-concern and high-stress situations.

*Attendees will practice strategies learned through a variety of interactive exercises.*

*A 15-minute break will be taken during the afternoon session at the discretion of Dr. Covello.*

**3:30 p.m. Evaluations & Adjournment**

## Faculty Spotlight...

### Vincent Covello, PhD



Dr. Vincent Covello is a nationally and internationally recognized trainer, researcher, consultant, and expert in risk, crisis and high concern communications; he has conducted workshops and consulted for several thousand organizations. Dr. Covello's recent assignments include trainings, workshops and consultations related to communications about risks, emergencies, disasters and organizational change, including chemical spills, vaccine safety, hospital emergencies, airline accidents, active shooter situations, occupational health and safety, consumer products, radioactive waste disposal, hazardous waste sites, air quality, water contamination, forest fires, terrorist bombings, tobacco, opioids, e-coli bacteria, operational disruptions, hurricanes, earthquakes, radiological accidents, pandemic influenza, Ebola, Zika, organizational downsizing, budget changes and changes in mission.

Over the past 30 years, Dr. Covello has held positions in academia and government. Prior to establishing the Center for Risk Communication, he was associate professor of environmental sciences and clinical medicine at Columbia University. Dr. Covello also serves as a senior advisor to the World Health Organization, the Environmental Protection Agency, and the Department of Defense. He has received numerous awards for his work, including the Medal for Excellence awarded by National Council on Radiation Protection.

Dr. Covello serves on the editorial board of several journals and is the past president of the Society for Risk Analysis, a professional association with over 2,000 members. He received his doctorate from Columbia University in 1976 and his B.A. with honors and M.A. from Cambridge University in Great Britain. He has authored or edited more than 25 books and over 150 published scientific articles on risk and crisis communications. One of his most popular books is titled *Effective Media Communication During Public Health Emergencies: A World Health Organization Handbook*.

### Continuing Education Credit

Many national, state and local licensing boards and professional organizations will grant continuing education credit for attendance at this seminar when participants submit the course outline (save this brochure!) and a Certificate of Attendance. The Certificate of Attendance will be provided to participants at the conclusion of the forum. It is recommended that participants contact their own board or organization to find out what is required.

### Meeting Location & Hotel Information

This program will be held at the Gilbreath Conference Center located on the campus of Baptist Health Medical Center-Little Rock at 9601 Baptist Health Drive off of I-630. Please see the attached map for more information on the location of the Conference Center.

If you are in need of a hotel room for this event, please see the enclosed list of nearby hotels. The Arkansas Hospital Association has set up negotiated sleeping room rates with these facilities.

### Meeting Room Temperature

Because it is hard to gauge everyone's comfort level, please dress in layers in case the room is too cool for your comfort.

### Questions

For questions related to **registration**, please contact Anna Sroczynski at [asroczynski@arkhospitals.org](mailto:asroczynski@arkhospitals.org). For questions concerning **the agenda**, please contact Lyndsey Dumas at [ldumas@arkhospitals.org](mailto:ldumas@arkhospitals.org). Both may be reached by phone at (501) 224-7878.

Arkansas Hospital Association  
**2018 Crisis Response Training**

February 28, 2018

Gilbreath Conference Center, Baptist Health Medical Center-Little Rock

Registration Form

**Registration Fee** \$25 per person

Name \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Hospital/Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

**Payment**

Enclosed is my check made payable to the **Arkansas Hospital Association**.

I authorize the AHA to charge my:  MasterCard or  Visa *(AmEx and Discover **NOT** accepted)*

Account Number \_\_\_\_\_ CVV \_\_\_\_\_ Exp Date \_\_\_\_\_

Cardholder's Name \_\_\_\_\_

Phone Number \_\_\_\_\_

Cardholder's Address \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

**Mail or Fax Form and Payment To**

Arkansas Hospital Association  
419 Natural Resources Drive  
Little Rock, AR 72205  
Fax: (501) 224-0519

**Emailed Registrations Not Accepted**

**Refund/Cancellation Policy**

If cancellations are received in writing five business days prior to the date of the workshop, a full refund will be returned. If cancellations are received less than five business days prior to the date of the workshop, no refund will be given. Registrants who cancel the day of the program or fail to attend must pay the entire fee. Substitutions, however, are permitted. Registrations that are faxed are subject to the same cancellation policy. *(Note: All cancellations must be received in writing by the registrar.)*