



## Crisis Communications Webinar

**1 CEU for  
IN Administrators**

Date: Tuesday, May 2

Time: 11:30 am – 12:30 pm EST

Fee: IHCA/INCAL Members: FREE; Non-member: \$25

From a natural disaster to an incident in the facility, a crisis can happen at any time. Without proper planning for how to respond to these situations, there is a potential for long term damage to a company's reputation, especially when the media comes calling. This webinar will help you to put a communications plan and team in place to react when the unexpected occurs.

### Learning Objectives:

- How to create and update a crisis communications plan
- Designating and training a crisis management team
- Establishing guidelines for media spokespeople
- Crisis response tips for dealing with the public, staff and residents

Speaker: Beth Martino, AHCA Senior VP of Public Affairs

Audience: Corporate Staff, Administrators, Directors of Nursing

Register online at [www.ihca.org](http://www.ihca.org), click on Registration (top right corner)

Registration deadline is 5pm EST on May 1, 2017.

Questions? Email [kniehoff@ihca.org](mailto:kniehoff@ihca.org).