



JUSTICE INSTITUTE
of BRITISH COLUMBIA

Canada's leading public
safety educator

Communicating in a Crisis Media Training for Emergency Spokespersons

In an emergency or crisis, you have only one chance to convey critical information – powerfully and proactively. If you miss this opportunity, you and your organization will be at the mercy of the media and special interest groups. So whether you're a designated spokesperson or a member of your emergency management team, this intensive and interactive workshop will prepare you for real-life crisis communication situations.



About the Workshop:

The Justice Institute of British Columbia (JIBC), along with Stanton Associates, is pleased to once again offer an intensive two-day workshop designed to equip anyone within a local authority or organization with the tools to more effectively communicate with the media should a crisis occur.

Following the workshop, participants will be able to:

- Develop a proactive crisis preparation strategy
- Handle the toughest crisis questions
- Respond quickly when a disaster occurs

NEW! Real-life Scenarios in the JIBC Simulation Lab

New this year, participants will simulate real-life crisis communications scenarios at the JIBC Applied Learning Laboratory, featuring state-of-the-art immersive simulation software. The JIBC is one of only a few post-secondary institutions to utilize this technology world-wide.

Who Should Attend:

This workshop is invaluable to all levels of personnel at government agencies and private organizations who may be required to act as spokespersons or communicate with the media during a crisis.

Instructor Profile - Jim Stanton:

A graduate of Simon Fraser University, Jim Stanton offers more than 30 years of first-hand experience as a broadcaster, communicator, trainer and public speaker. Skilled at issues management, Jim's clients have included politicians, presidents of major corporations, Canadian and US cities and senior police and fire officers. A former Airborne Forces officer, Green Beret, journalist with the Canadian Television Network and director of communications and director of government relations for Canada Post, Jim draws on his diverse background to deliver innovative and creative programs that make a difference.

Dates:

September 10-11, 2009
November 18-19, 2009
January 18-19, 2010
March 15-16, 2010

Location:

JIBC
715 McBride Boulevard
New Westminster, BC

How to Register:

Contact the JIBC Registration Office:
604-528-5590 or 1-877-528-5591
register@jibc.ca

Workshop Code:

EM120

Registration Fee:

\$720.00 +GST

Payment Methods:

Cash, Cheque, Debit,
Mastercard, Visa

For More Information:

Contact Nicole Croizier
604-528-5572
ncroizier@jibc.ca