

Shawn Douglas Communication  
Crisis Communication for Critical Incidents  
Naval Academy Club - Annapolis, MD. April 3 & 4

**AGENDA (Tentative)**

**Day 1**

- 8:30 – 9 a.m. Registration & Refreshments
- Morning Session\*  
9 a.m. to Noon Welcome & Workshop Overview  
Discussion: The Chemistry of Emerging Crisis  
*Activity: Identify Elements of Crisis*  
Discussion: Getting out of the Gate: A Playbook for the First 24 Hours  
*Activity: Initial Response Checklist & Self Assessment Forms*
- Noon – 12:30 p.m. Networking Lunch
- Afternoon Session\*  
12:30 to 5 p.m. Discussion: Developing Meaningful Messages  
*Activity: Message Writing*  
Discussion: Risk Communication Concepts  
*Activity: The Seven-Part Model*

**Day 2**

- Morning Session\*  
9 a.m. to Noon Discussion: Critical Incident Communication in Collaborative Environments  
*Activity: Establishing a Joint Information Center & Initial Statement*  
Discussion: Traditional Media During Crisis  
*Activity: Delivering Effective Responses*
- Noon to 12:45 p.m. Networking Lunch
- Afternoon Session\*  
12:45 to 4:30 p.m. Discussion: Social Media for Emergency Management  
*Activity: Writing for Social Media*  
Case Study Analysis & Discussion  
Final Discussion: “Hanging Chads” (from the “Parking Lot”)  
Surveys & Wrap up

\* Breaks taken as needed

###