



Preparation & Action: Communications Strategies for Navigating a Crisis

October 27, 2016

The Marcellus Shale Coalition’s Public Relations and Education Committee is pleased to offer a crisis/incident communications and media workshop focused on preparing a command and control communications plan for exceptional situations. This tactical workshop is geared towards professionals in the oil and gas industry that are involved in the coordination and public communications of operational incidents and crisis.

This interactive workshop will review the critical components of a cross-functional crisis/incident, the need for a command and control communications plan and examine best practices in coordinating and executing a strategy in the event of a crisis or emergency. Each participant will gain a better understanding of the management requirements to effectively plan and respond during a crisis event.

The program will include facilitated interactive discussions around best practices, review case studies in response to actual incidents and exercises in managing public information.

Agenda

11:30 am – 12:30 pm	Registration and Lunch
12:30 – 1:15 pm	Planning for the Unplanned John Sutter, Senior Consultant, Strategic Communications, FTI Consulting Travis Windle, Managing Director, Strategic Communications, FTI Consulting
1:15 – 2:45 pm	Making Lemonade from Lemons: Managing a Crisis Craig Konkle, Energy Development Emergency Response Coordinator, Lycoming County Department of Public Safety Patricia Kornick, Principal Consultant, ERM Mike Narcavage, Community Relations Manager, Southwestern Energy Nick Ranjan, Esq., Partner, K&L Gates LLP Matt Sheppard, Senior Director Government Relations, Chesapeake Energy
2:45 – 3:00 pm	Break
3:00 – 4:15 pm	Establishing Incident Command: Who Leads, Who Follows?
4:15 – 4:30 pm	Q&A and Wrap-Up

Register *(deadline: October 24)*

MSC Member:	\$200
MSC Member Group Rate*:	\$175
Non-Member:	\$250
Non-Member Group Rate*:	\$225
<i>(*Receive discounted rate per attendee when registering four or more attendees from one company)</i>	

Location

Penn Stater Hotel
215 Innovation Boulevard
State College, PA 16803

To register: <http://16media.eventbrite.com>
Admission fees are non-refundable. Substitutions accepted.

For more information and other training opportunities, please visit www.marcelluscoalition.org/get-involved
or contact Sarah Braun, Events Manager, at sbraun@marcelluscoalition.org.