



## 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 – 4:00 pm**        **Making Lemonade from Lemons: Managing a Crisis and Establishing Incident Command**

*Case Studies: Well Site Incident, Pipeline Transmission/Protester Incident and Transportation Incident*

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

### Register (deadline: October 24)

### Location

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

#### **Penn Stater Hotel**

215 Innovation Boulevard

State College, PA 16803

**To register:** <http://16media.eventbrite.com>

*Admission fees are non-refundable. Substitutions accepted.*