



Published on *The Crisis Communications Conference 2021*
(<http://crisiscommunicationsconference.com>)

[Home](#) > Agenda

Agenda

Are you prepared to deal with a crisis?

Time Session

09:30	Registration, refreshments and networking
10:00	Chair's morning introduction
10.10	A crisis strikes <ul style="list-style-type: none">• A detailed look at the initial implementation of your crisis communications strategy and key considerations for your organisation Speaker: Laurian Hubbard, Prime Minister's Office and Cabinet Office Communications (Confirmed)
10:40	The right message at the right time <ul style="list-style-type: none">• Common pitfalls: Know what to avoid when communicating with the media• Tips for creating tailored content for your channels at the pace you need them• Tools to tackle misinformation• Going beyond the strategy: Taking the personal approach to comms
11.30	Refreshments and networking
12:00	Training your voice <ul style="list-style-type: none">• Tools and techniques for selecting and training your spokespeople in times of crisis
12:20	Delivering a unified message <ul style="list-style-type: none">• Building a cooperative strategy for internal and external communications• Strategies to support your team through a crisis
12.20	Lunch, refreshments and networking

Time Session

13.00	Lunch
	When the unprecedented happens
14:00	• Managing communications for a crisis beyond the scope of your preparation
14.20	Case study discussion: Hear how public sector organisations are managing and adapting through crisis and into recovery
15:00	Refreshment break
	Adapting to the 'new normal'
15.20	• Using your communications strategy to support change management • Taking short-term solutions and creating long term processes
15.50	Chair's closing remarks
	Close of day
16:00	<i>Please note that all speakers and the agenda are subject to change without notice</i>

Source URL: <http://crisiscommunicationsconference.com/agenda>