

## Plans

Category : School Crisis Plans

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Write Your Own Crisis Communications Plan in Just 2 Days The expanding Swine Flu crisis makes now the right time to write a Swine Flu Crisis Communications Plan, while also writing a Crisis Communications Plan that will serve you for scores of other crises in the years to come.

Option 1 - Partner with 3 or more other schools to create your own 2-day workshop

Option 2 - Schedule a private 2-day program at your school or university

In just 2 days you will customize a crisis communications plan that would take you 500 hours to create from scratch, or cost you \$50,000 or more to write with a consultant.

Option 1 is priced at only \$5,995 (plus shared travel) for 3 or more school systems or universities to write their plans simultaneously under Gerard Braud's supervision. Up to 3 writers from each organization may participate in the 2-day program. You'll walk out with a crisis communications plan that can be used immediately - Guaranteed!

Option 2 is priced at only \$7,995 (plus travel) to have Gerard Braud spend 2 days with your team customizing a plan that fits your needs. Up to 6 writers may participate in the program. Your license may be used for one school system or one university.

Gerard Braud is the author of crisis plans for schools, corporations, hospitals, non-profits and government agencies. Following the events of Sept. 11th, he was commissioned to write the crisis communications plan for the IRS and its 800 offices across America. He has practiced his craft on four continents. The Crisis Communications Plan + Plus system lets you get critical information to students, parents, employees, the media and other key audiences during the first critical hour of your crisis. Best of all, it is so thorough it anticipates your every communications need in sequential order, yet simple enough that anyone who can read can execute it.

Your Two Days Include: Vulnerability Assessment -- Identify what could go wrong in your organization and who is best prepared to be on your crisis communications team to deal with events. Customize Your Crisis Communications Plan Template -- Gerard's exclusive template becomes yours to customize. It is the heart of your plan. Write Your Crisis Key Messages -- Bring your laptops and your best writers as you create the key messages you will use to answer questions from the media, employees, students, parents and other stakeholders during a crisis. Crisis Drill -- Gerard ends the day by teaching you how to test your plan to ensure it works when you need it most. Cancellation Policy: No refunds 30 days prior to the event. Funds may be used as a credit toward the purchase of other products, services and training for one year.

Want to know everything there is to know about this incredible workshop? Read on... We guarantee that this plan is so easy to use, it can be executed by anyone who can read. The

most common problems with crisis communications plans are: They cost too much  
They take too long to write They're either too shallow to work or too complicated to use  
Most only state standard operating procedures They fail you when you need them most

With this revolutionary program:

• You spend \$50,000 to \$100,000

LESS

than what an agency would charge

• You shave 250-500 hours off the writing process

• You give your school or university the protection it needs

If you think you have a crisis communications plan, take this quick test:

Send an e-mail to me with the subject line: [FREE Crisis Communications Plan](#) I'll e-mail to you a free sample of the most commonly found document that organizations call a crisis plan. I call this a faux plan and a recipe for disaster. Want to know why? Ask and I will e-mail to you a [FREE article about what a crisis communications plan should do](#). You can also purchase great resources at our [Learning Store](#). In my 2-day program, you will actually receive a license to use my exclusive crisis communications plan template, developed through more than 1,000 hours of writing, research and refinement. You will receive a plan that reflects all I've learned since entering the field of communications in 1979 as a journalist and all I've learned since entering public relations in 1994. You will get the expertise of an agency at a fraction of the cost. You'll spend 2 days working intensely under the direction of a crisis communications expert. At the end of the workshop, you'll walk out the door with a completed crisis communications plan. All that will be left to do is proofread your plan and conduct a crisis drill to test it.

And here's the best part: We want you to bring additional members of your team to help you create your plan—**all for one affordable price.** At this seminar, you'll:

Conduct a vulnerability audit of your organization

Customize Gerard's complete, ready to use crisis plan template to meet your organization's needs

Identify crisis scenarios and write fail-safe key messages to use during a crisis

Learn how to conduct a crisis drill to test your plan and your readiness

Your seminar leader, Gerard Braud

Communications expert Gerard Braud has worked on four continents providing media training, employee communications and crisis communications training for some of the world's top corporations, government agencies, schools, hospitals and non-profit organizations. He is the author of crisis communications plans for a wide spectrum of organizations including the Internal Revenue Service and the Library of Congress. As a former journalist, Gerard was on the front lines of breaking news, covering major crises, including the country's worst federal prison riot, America's deadliest train derailment and a host of natural disasters affecting scores of government agencies and companies. Gerard's first-hand experience in the crisis arena has helped him produce what may be the easiest to use crisis plan ever developed, designed to eliminate many of the communications mistakes he witnessed as a reporter.

**Seminar Schedule** Writing your crisis communication plan *Day*  
1 9:00 a.m. to noon • **Vulnerability Audit**

The first step in any crisis program is to understand what might happen and who must respond. Gerard will lead you and your team through the audit process, and the audit will serve as the framework for your crisis plan. It will identify all the crisis scenarios your organization must be prepared to meet—and the level of attention each scenario must receive from the appropriate responders. You will also examine which stakeholders need to be included in your crisis plan, such as employees, customers, stockholders, government agencies, union leaders and others.

**Noon to 4:00 p.m. • Crisis Plan Template**

You and your team will receive your crisis plan template. The template is the heart of your action plan. You will fill in your organization's contact list and the media contact list. Your team will customize its template during this hands-on working session. Each organization will also develop a standard operating procedure to ensure that names and contact information for key responders are updated monthly.

*Day 2* **9:00 a.m. to 3:00 p.m. • Scenario Identification and Questions & Answers**

You and your team will pick the top 10 scenarios for which your plan may be used. You will then research the issues and write key messages for each of them. You will learn how to prepare a questions-and-answers page for each of the key messages. Together, your key messages and questions-and-answers documents will be inserted into the appendix of your crisis plan. **3:00 p.m. to 4:00 p.m.      • Crisis Drill**

Don't plan on catching an early flight because you need to stay until the end. Your plan is only a three-ring binder unless you test it. With the help of your workshop leader you will learn how to conduct both a tabletop and an onsite drill to test your finished plan. The tools you'll need for the Crisis Plan Seminar: A laptop with a CD drive. (It can be a Mac or a PC.) (Must have Microsoft) A means for exchanging files, either through a disc or USB jump drive.

Your complete media contact list and contact information for your crisis team. A cell phone. Want help testing your plan after the seminar? We'll help organize the drill and travel to your location starting at \$2,995.00 (plus expenses). To find out more about what is included in [Gerard's crisis drill click here](#). For more information we invite you to call Gerard Braud at 985-624-9976, or send an e-mail to [gerard@braudcommunications.com](mailto:gerard@braudcommunications.com) Subject line: Crisis Communications Plan Workshop [Why You Won't Do This](#)