



The Academy of Crisis Communications

THE **ULTIMATE** CRISIS COMMUNICATIONS LEARNING EVENT!!

- Learn to write a crisis communications plan
- Improve your current crisis communications plan
- **Walk out with a new crisis communications plan READY TO USE**

Three days of unprecedented learning!
MARCH 25, 26, 27

In New Orleans

University of Phoenix Metairie Campus

Register for March 25 only or register for all 3 days

Option 1

March 25 only

Regular price \$395

Register before Feb. 22 for \$295. Save \$100!

Learn the strategies, psychology and tactics for a successful, functional crisis communications plan.

Option 2

March 26 & 27

Writing your crisis communications plan. You'll walk out with a new plan ready to use!

\$5,995* Bring 3 writers for one price!

Plus, register today and March 25 is Free. You save \$1,185!

Want more bang for your buck? Add a 4th writer for only \$995 more

Agenda

March 25

- Explore the crisis d'jour
- Understanding and identifying your audiences
- Assessing what could go wrong
- The psychology of communicating during a crisis
- Impact of new technology and social media on crisis communications
- Case studies
 - Who does it right?
 - Who does it wrong?
- Flaws found in most crisis communications plans

March 26 & 27

- Conduct a full vulnerability assessment
- Customize Gerard's exclusive crisis communications plan template
- Create powerful communications templates to get you through any crisis
- **Walk out with a crisis communications plan that is ready to use**

About your trainer:

Gerard Braud is an international expert in crisis communications, media relations, employee communications and video production. He has practiced his craft on four continents.

Gerard has written crisis communications plans for schools, hospitals, corporations, non-profits, and government agencies, including the Internal Revenue Service, the Library of Congress and the U.S. Army Missile Defense Command.

* Plan requires a 10-year Living License agreement, which includes more than \$7,500 per year in benefits for only \$995 per year. Your computer and software may become obsolete, but with a Living License, your crisis communications plan will last forever. You pay \$5,995 now, then \$995 per year beginning Jan. 6, 2009. Living license is 10 years of Gerard on-call, continuing education, teleseminars, all updates and revisions to the plan, plus 10 additional years of knowledge so your crisis communications plan continues to evolve with the advent of new communications tactics and tools. Without the living license, a plan may smother beneath a blanket of dust on the shelf. With the living license, you constantly breathe fresh life into your plan with Gerard's personal touch.

(Call now and get a discount on the Living License! See other side for details about the Living License and how it keeps your plan alive.)

For more information, visit www.crisiscommunicationsplans.com

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March 25, 26, 27 • New Orleans, LA

_____ Option 1 March 25 only \$295 (per person)

_____ Option 2 March 26 & 27 \$5,995

(3 people attend for \$5,995 plus March 25 free)

_____ Option 3 Add 4th writer for only \$995 more)

Attendees' name(s):

Organization's name:

Address:

City:

State: _____ Zip: _____

Phone: _____

E-mail: _____

Name on credit card:

Credit card number:

Exp. _____ Visa • Master Card • Am Express

Signature: _____

Fax registration to: 985-674-9121

Mail checks to: Braud Communications

408 Heavens Dr.

Mandeville, LA 70471

About the Living License

You get a \$50,000 plan for only \$5,995

You complete 6 months of work in 2 days

You get \$7,500 a year in support and training for only \$995

Initial license acquisition and customization \$5,995

Annual living license \$995

Call now for a special discount on the Living License -- But it is only available if you call 985-624-9976 now.

Living license, annual support and maintenance agreement for 10 years – \$995 per year -- Or Call Now For A Discount!

• **Revisions & Updates** \$2,500 value
Receive all major and minor revisions to the crisis communications plan

• **Gerard On-Call Telephone & E-mail Support** \$2,500 value
Receive up to 10 hours of phone consultation and support per year

• **Teleseminars & Case Studies** \$1,000 value
Four quarterly teleseminars/audio downloads of current case studies and crisis communications trends

• **Articles & White Papers** \$1,000 value
Receive all articles and white papers written on case studies and crisis communications trends

Payment requirements \$5,995 upon signing contract

\$995 billed annually for ten years, beginning January 6, 2009 (Call for discount now!)

At the end of ten years, client has the option to return all materials or to agree upon a 10-year extension of support .

What does the annual Living License do?

A successful crisis communications plan and strategy requires that the plan be a living plan. It must be adjusted for:

- New trends in communications
- New tools in communications
- Surviving change in personnel
- Rule of engagement based upon recent crises

The Living License allows us to provide each plan licensee with continuing on-call support and education about crisis communications, so you can perform flawlessly when needed.

Questions? Want You Discount? Call Now!

Gerard Braud 985-624-9976 gerard@braudcommunications.com

Registration Deadline February 22, 2008. Register Now!

Class size limited. Small class size for more personal learning.

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**Need a crisis communications plan but can't make these dates?
Visit www.crisiscommunicationsplans.com for more options.**