Crisis Training for Hospital Public Health Information Officers

Sponsored by the Wisconsin Hospital Emergency Preparedness Program

Who Should Attend

• Hospital Public Information Officers
• Others responsible for hospital risk communications

Program Description

These seminars are intended for public information officers, specifically from hospitals, that would like an intermediate-level overview of writing crisis communications plans and learning how to more effectively communicate with media and their communities. The seminars will be facilitated by Gerard Braud, an expert in media issues and crisis communications. Gerard will share his proprietary system to eliminate spin and help deliver a perfect message every time. We will also be kicking off the seminars with a presentation from David Morris, Mercy Hospital Joplin’s marketing and public relations manager, who experienced crisis communications first-hand during the Joplin, Missouri tornado of 2011.

These seminars are funded by the Wisconsin Hospital Emergency Preparedness Program through a grant from the Office of the Assistant Secretary of Preparedness and Response.

Tuesday, May 1, 2012 in Madison
9 am - 3 pm (registration begins at 8:30 am)
Sheraton Hotel
706 John Nolen Drive
Madison, WI  53713
Phone: 608-251-2300

OR

Wednesday, May 2, 2012 in Wausau
9 am - 3 pm (registration begins at 8:30 am)
The Jefferson Street Inn
201 Jefferson Street
Wausau, WI  54403
Phone: 866-855-6500

(Both seminars will be identical in content)
## Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:30 am</td>
<td>Registration</td>
</tr>
<tr>
<td>9:00 am</td>
<td><strong>Welcome and Introductions</strong>&lt;br&gt;Kevin Wernet, Director of the Wisconsin Hospital Emergency Preparedness Program</td>
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<tr>
<td>9:15 am</td>
<td><strong>The Role of a Hospital Public Information Officer During the Joplin, MO Tornado</strong>&lt;br&gt;David Morris, Mercy Hospital Joplin Marketing and Public Relations Manager</td>
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<tr>
<td>10:15 am</td>
<td>Break</td>
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<tr>
<td>10:30 am</td>
<td><strong>Crisis Communications Planning: When “It” Hits the Fan—Effective Communications in Critical Times</strong>&lt;br&gt;Gerard Braud, Crisis Communications Expert</td>
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<tr>
<td>12:00 pm</td>
<td>Lunch (provided)</td>
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<tr>
<td>1:00 pm</td>
<td><strong>Don’t Talk to the Media Until...Secrets You Need to Know Before You Open Your Mouth to a Reporter</strong>&lt;br&gt;Gerard Braud</td>
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<tr>
<td>2:45 pm</td>
<td>Closing Comments</td>
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<tr>
<td>3:00 pm</td>
<td>Adjourn</td>
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## About the Presenters

**Gerard Braud**
Gerard Braud is an international media trainer, author and speaker who has worked with organizations on five continents. Braud has been active in the field of communications since 1979. He has worked in print, radio and television as a frontline journalist. His affiliate reports have been seen around the world on NBC, CBS, CNN and the BBC. Gerard has a B.A. in Journalism from Louisiana Tech University. He is also a Fellow of Environmental Communications from the Institute of Environmental Communications at Loyola University New Orleans, and is a member of their adjunct faculty.

**David Morris**
David Morris has been with Mercy Hospital Joplin (formerly St. John’s Regional Medical Center) in Joplin, Missouri since August 2005. He has served as manager in the Marketing and Public Relations Department and public information officer since that time. His background includes nine years with Jordan Associates Advertising and Communications in Oklahoma City, an employee-owned advertising agency, and six years as a field marketing representative with Sonic Corporation, the fast food drive-in chain. Morris graduated from the University of Central Oklahoma in Edmond, OK with a BA in Commercial Art/Advertising Design. His community service in Joplin includes board member for Lafayette House, Ronald McDonald House PR Committee, Jasper County Children's Division foster parent program, Big Brothers/Big Sisters, and Joplin Area Chamber of Commerce.
**Conference Registration**

**Registration Deadline:** April 25, 2012

**Registration Fee:** There is no cost to attend this seminar, but pre-registration is required.

**To Register:** Visit www.TRAIN.org, log in, and click on “Course Search.” Search by Course ID on the left side and enter **Course ID #1032697** (The course is titled “Hospital Public Information Officer Seminars.”)

**Note:** Prior to registration, you must create an account on TRAIN, the statewide public health online training portal, if you do not already have an account. Creating an account is quick and easy! To create an account, visit [www.TRAIN.org](http://www.TRAIN.org) and follow these steps:

1. Select your location above the “Create Account” button on the left side.
2. Click on “Create Account,” which appears underneath the login on the left hand side of the screen.
3. Review and accept the Terms and Conditions.
4. Fill out all the necessary information on the subsequent pages.
5. When you have finished, click “Continue” to enter the site.

**Additional Program Information**

**Hotel Accommodations**

**The Sheraton Hotel**
706 John Nolen Drive
Madison, WI 53713

Room Block for the night of April 30:
$70/night plus tax; Reserve by **April 15, 2012** via the following link: [http://www.starwoodmeeting.com/StarGroupsWeb/res?id=1202296968&key=B24E0](http://www.starwoodmeeting.com/StarGroupsWeb/res?id=1202296968&key=B24E0) or call 608-251-2300. (Ask for reservations when calling, and reference “Wisconsin Hospital Emergency Preparedness”.)

Buffet lunch will be served with a vegetarian option; however, please contact Lori Wallman at lwallman@grantregional.com if you have any other special requests.

**The Jefferson Street Inn**
201 Jefferson Street
Wausau, WI 54403

Room Block for the night of May 1:
$70/night plus tax for state employees; $89 per night for non-state employees. Must show state ID for state rate. Reserve by **April 13, 2012** via phone at 866-855-6500. (Ask for reservations when calling, and reference “Wisconsin Hospital Emergency Preparedness”.) The Jefferson Street Inn requires guests to obtain a parking pass from the front desk when checking in.

Buffet lunch will be served with a vegetarian option; however, please contact Lori Wallman at lwallman@grantregional.com if you have any other special requests.

Rooms at the group rate are available on a first-come basis.