

NCHCFA PRESENTS

# CRISIS COMMUNICATION: HOW TO MANAGE A CRISIS ISSUE

SEPTEMBER 10, 2020  
1:00 PM - 3:00 PM

This Webinar is designed to train long-term care management what to do in the event of a crisis emergency at the community.



## SUMMARY

This Webinar is designed to train long-term care management what to do in the event of a crisis emergency at the community. This Webinar teaches the importance of controlling the flow of information regarding the crisis and options for dealing with staff, residents and the media during a crisis. Five, real-life situations for long-term care communities and how to deal with each as well as discuss the importance of developing a Crisis Communications Plan for the community. The Webinar has time built in for attendee interaction and Q&A. Learning Objectives include:

- How do I protect my company's reputation during a crisis?
- How do I deal with my staff and residents and their families during a crisis?
- How do I deal with the media during a crisis? Do I give an interview or provide a written statement regarding the crisis?
- Learn the three options you have when dealing with the media.
- What do I do if the media show up at my community?
- How do the media "think" in covering your crisis and common "traps" to avoid.
- Learn what to do in the five most common crisis situations which face long-term care communities.
- How does not having a Crisis Communication Plan affect my bottom line?
- Learn when to determine whether you need outside assistance or can handle the crisis with in-house resources.
- What was America's most successful Crisis Communications engagement?

## Fees

- Members: \$79.00
- Non-Members: \$158.00

\*\* Members may be invoiced. Non-members must pay in advance.

## CEU Information

This program offers 2.0 contact hours for nursing home administrators. The NC Health Care Facilities Association is a Registered Sponsor of continuing education with the NC State Board of Examiners for Nursing Home Administrators. Comments regarding the Registered Sponsor Course may be addressed to: NCBENHA, 3733 National Drive, Suite, 110, Raleigh, NC 27612.

NCHCFA will issue a certificate of course completion for the contact hours earned for all disciplines. Only those that register and attend will receive the credit.

NCHCFA has applied for NAB approval. We will let you know as soon as approval has been granted.

## Cancellation Policy

A full refund will be granted for cancellations received by September 7, 2020

## Speakers

### John Hernandez, CEO, Critical Point Communications

John oversees corporate operations, structure, planning and development for the agency. He works tirelessly for clients on business strategic planning, business development and creative and branding strategies.

Before joining Critical Point, John gained extensive media experience working as a producer, photographer, reporter, anchor and news director for TV stations all over the country. He understands how media work and knows how to leverage this knowledge to achieve measurable results for clients.

John studied Broadcasting and Journalism at the University of Arizona. he is involved in many organizations in the Hispanic community and serves as the Board Chair of the Si Se Puede Foundation.

### Ron Meritt, President, Critical Point Communications

Ron opened Critical Point Communications after working in television for many years. he wanted to take skills in his broadcasting career to help clients navigate the ever-changing media landscape. As President, Ron oversees day-to-day operations at the agency while guiding the strategy, client service and performance. He does this by uniting a unique combination of strategic thinking and business innovation.

In addition, Ron manages the agency's Crisis and Issues Management division. Ron leads a nationally-accredited seminar that provides training for clients on how to communicate in a crisis and manage the impact of a crisis. His depth of experience and expertise is unrivaled in this area.

Ron has degrees in Broadcasting and Public Relations from Northern Arizona University and in Meteorology from Mississippi State University.

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