

# Crisis Communication Workshop Series

A four-part series designed to assist water agencies  
in developing a crisis communication plan

## Session One: Case Study in Crisis Communications feat. City of New Orleans

Tuesday, April 16, 2013 from noon to 3:00 pm (FREE - includes lunch)

This session features guest speaker Sara Hudson, who planned and executed the City of New Orleans' exemplary crisis communication efforts during Hurricane Isaac. As a team of one, Sara manned the City's social media, developed the NOLAready brand as a primary information source offering immediate, responsive, and accurate information to the public; built local and global following; coordinated information internally and externally among 100+ agencies; briefed the Mayor and executive staff; and ensured messaging aligned across platforms.



## Session Two: Developing Your Crisis Communication Plan Contents

Tuesday, April 30, 2013 from noon to 4:00 pm (FREE - includes lunch)

This session focuses on developing the components of your crisis communication plan, including public notification templates, message mapping, stages of a crisis, internal message dissemination practices, and policies and protocols. Attendees will leave with a "go box" filled with helpful resources and templates, such as contact lists, procedures, checklists, historical incidences, agency background info, and other resources that can be customized for your organization.

## Session Three: Getting Your Message Out

Wednesday, June 5, 2013 from noon to 3:00 pm (FREE - includes lunch)

This session focuses on finding the best communication platform to get your message out during a disaster. Attendees will learn how to utilize various communication channels, including digital, traditional and social media platforms, as well as new and emerging tools. Guest speaker Mary Jo Flynn with the City of Anaheim will delve into the different social media platforms available, discuss how to use each tool while managing multiple outlets, and show you how to mine social media for information.



## \*Session Four: Finalizing Your Crisis Communication Plan

Tuesday, June 18, 2013 from 10:00 am to 4:00 pm (30-min. sessions, by appt. only)

This session provides a unique opportunity for MWDOC/WEROC member agencies to have their plan reviewed by an experienced professional. A consultant will review each agency's plan, then meet one-on-one with each agency to discuss the plan contents and identify areas for improvement along with recommendations. Participants will leave with a clear sense of what needs to be done to put the finishing touches on their plan, so they're ready to go when disaster strikes.

\*Cost: \$150 for plan review and 30-minute consultation

**Registration required. Space is limited!**

To register for one or more sessions, please visit:

<http://conta.cc/10dLpiM>



Questions? Contact Jessica Ouwerkerk:  
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