



There's a Reporter in the Parking Lot? Navigating Crisis Communications in Health Care

*In key moments of challenge and change, the choices you make are hard.
How you communicate doesn't have to be.*

Health care professionals know better than anyone:
crisis doesn't wait for a convenient time.

In this two-part virtual workshop, the PR and communications pros at ASSEMBLE will guide attendees through strategies and best practices for fielding crisis scenarios in the health care sector.

The workshop will cover:

- Common crisis scenarios
- Key elements of a crisis plan
- Protecting the people you care for
- "Rehearsing the chaos" before it happens
- Preserving your reputation and brand
- Practical tips and tools for managing your team



Part 1

Wed April 23

9 a.m. - 10 a.m.

Part 2

Wed April 30

9 a.m. - 10 a.m.



Zoom - register in advance here:
[**bit.ly/HealthCareCrisis**](https://bit.ly/HealthCareCrisis)



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