

*To meet your Training and Prevention Needs*  
*Heritage Group Safety is Offering*  
**CRISIS MANAGEMENT-**  
**Dealing with the Media During a Crisis**



***If an emergency occurs, does your company have...***

- A crisis management policy in place?
- A designated spokesperson?
- A procedure determining whether employees should talk to the media or not?
- A plan for what to say and what is best left unsaid?

**When:** Wednesday, October 7, 2009  
8 AM to 5 PM

**Where:** "The Meeting Place"  
4900 West 86th St., Indianapolis 46268

**What:** Improperly handled communications during emergencies can be devastating to a company. Proper policies, preparation, and training can save your company embarrassment and potential liability. Learn from experienced instructors and news media personnel what has to be done to prevent a second crisis for your company.

**Why:** Learning effective communication skills and valuable public relations methods prior to an emergency enables companies to establish an efficient crisis protocol or policy.

**Instructors:** Dr. Alfred Capuano, Heritage Group Safety  
Guy Johnson, public affairs/reporting veteran  
And a local news personality, to be determined

**Cost:** \$375 per person (includes lunch, snacks, and drinks)  
(Discounts available for multiple attendees from one company.)

**Register:** Call Heritage Group Safety  
**800-827-2279 or 317-875-4670**  
Space is limited!



A Heritage Group Company