



Special Training Opportunity
Hosted by Palm Beach County Public Affairs Department

***Hi-Touch Communications in a Hi-Tech Era,
Crisis Communications and Media Response Training
For Today's Leaders***

Wednesday, July 29, 2020

9 a.m. – 3:30 p.m.

Palm Beach County Cooperative Extension

Clayton E. Hutchinson Complex

559 N Military Trail, West Palm Beach, FL 33415

Cost: \$175

We are pleased to invite you to participate in an important and timely seminar presented by Richard Brundage, a widely recognized international crisis communications expert, former television news anchor and author of the critically acclaimed book, *“The Heart in Communicating”*, and the Vietnam novel, *“The 5 O’clock Follies.”*

This seminar prepares your key communicators for any media appearance. In an era where messages move at the speed of light, and any response can be a global statement, Brundage teaches crisis communications as “the demonstration of leadership.” *Selected by the State Department to train new U.S. Ambassadors, his message extends far beyond responding to the media – it is “new millennium thinking” about how we communicate with each other.*

Learn:

- What “image” is and how to instill confidence in your audience in a 12-second sound bite.
- How to formulate a message that cannot be taken out of context.
- What your body language says about you and your organization.
- How to “humanize” your organization in a critical situation.
- Intensive group preparation and actual on-camera performance techniques used by the pros.
- More than 50 techniques for improving your performance in any appearance.

You will learn from one of the most sought-after speakers today in media and public response communications.

Because of the **highly interactive** nature of this seminar, **seating will be limited to the first 40 registrants**, so please fill out the enclosed registration form and return it to us by e-mail or mail at your earliest convenience.

Please consider this my personal invitation to pre-register at least two of your leadership personnel in this extraordinary workshop. The cost is only \$175 per person and includes all of the handout materials. A **very limited** number of scholarships will be offered to Palm Beach County employees in communications positions.

For more information, please contact Heather Shirm, PBC Digital Marketing and Communications Manager 561-355-3226 hshirm@pbcgov.org. This course will fill up fast, so don’t delay.

Hi-Touch Communications in a Hi-Tech Era, Crisis Communications & Media Response Training for Today's Leaders



Richard Brundage

Richard Brundage is widely recognized as an international crisis communications expert. He is an award winning television director, former anchor, correspondent and author of the critically acclaimed book, *"The Heart in Communicating"*, and the new Vietnam novel, *"The 5-O'clock Follies."*

His "live-on-camera" seminar, *"Risk Communications and Media Response Training for Today's Leaders"* has received standing ovations around the world. . From medical, corporate, legal and educational professionals to government, association executives, and industry leaders, Brundage has trained some of the nation's top executives with his insightful, intensive and practical techniques. His uniquely supportive workshops yield immediate and lasting results for all who participate.

Selected by the State Department to train new U.S. Ambassadors, he was the only crisis communicator in North America to be featured in the 60-minute television special, "Global Risk Management". His message extends far beyond responding to the media: *It is "new millennium thinking" about how we all communicate with each other.*

Recent comments from Seminar Participants

"I wish I had participated in this course before I entered public service. I would have been a much more effective communicator!"

Dan Coats, Director of National Intelligence

"Given a choice, I would require this seminar for all Commanding Officers!" The "right stuff!"

• ***Chief of Operations, U.S. Coast Guard***

"In my 25 years in education as a teacher and administrator, Richard's workshop ranks at the very top of all the professional training sessions I've ever attended."

• ***Mary Ellen Hamer, APR, President, Indiana School Public Relations Association***

"Brundage is a "brain teacher"! This course should be mandatory for all executives. Teaches you how to organize your thoughts & actions in a crisis - before the media arrives!"

• ***Chris Kerns, Director, U.S. Customs Service***

"This is the best media-prep course I've ever taken. I'm going to review my notes again before my next national book tour."

• ***Lucian K. Truscott IV, author, Army Blue, Heart of War, the HBO Movie Dress Gray***

Recent Comments from Seminar Participants

"Being able to effectively communicate after a terrorist attack is key to managing a crisis. This seminar has certainly raised the bar for courses in our State and will pay BIG dividends to all who attend! Absolutely essential for emergency managers"

**John Aucott, Director
Rhode Island Emergency Management Agency**

"The best seminar of the entire two weeks at the State Department! This should be day one!"

**Bonnie McElveen-Hunter
U.S. Ambassador to Finland**

"Your training and preparation exercises enabled us to turn a potentially damaging situation into a powerful forum in which our story came across with great sincerity and persuasion."

**Denise E. Farris
Trial Lawyer**

"This was the most realistic, practical, matter of fact course I have attended in many years. Certainly thought provoking and an absolute necessity for 'risk managers'!"

**Neal Turner, Chief Deputy
Montgomery County Sheriff's Office
Deputy Coordinator - Emergency Services**

"Paramount! What I learned in two weeks of P.A. school, I learned here in four hours!"

**Commanding Officer
Gulf Region, U.S. Coast Guard**

"Eye-Opening! Well worth the time - Excellent! I thought I knew what I was doing until this course taught me more than I could even think of."

**Bruce W. Tully, Special Agent in Charge
Diplomatic Security Service - U.S. State Department
Washington, D.C. Field Office**

"The right stuff!" "Valuable tips for maximizing effectiveness in any crisis situation. This was the very best part of the entire Conference."

**Commanding Officer, U. S. Coast Guard
Houston-Galveston**

"Outstanding Program! HIGH instructor credibility".

**Allen King
Special Agent, FBI**

"This is THE course that will help you preserve the integrity of your organization in a crisis!"

**Charlotte Morris
U.S. Department of the Interior, National Park Service**

Seminar Registration Form

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Clayton E. Hutchinson Complex
559 N Military Trail, West Palm Beach, FL 33415
Cost: \$175*

For more information contact:
Heather Shirm, PBC Digital Marketing and Communications Manager
561-355-3226 hshirm@pbcgov.org

- To enroll:**
- 1. Make checks payable to: Center for Advanced Media Studies
(Credit Card payments will be taken at the door)**
 - 2. Return registration form and payment to:**

**Heather Shirm
Palm Beach County Public Affairs Department
301 N. Olive Ave., Suite 1102
West Palm Beach, FL 33401**

Persons Attending:

Name: _____

Title: _____

Name: _____

Title: _____

Name: _____

Title: _____

Organization: _____

Street Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone Number: _____

Email: _____

Hi-Touch Communications in a Hi-Tech Era, Crisis Communications & Media Response Training for Today's Leaders

Principal Instructor: Richard W. Brundage, President
Center for Advanced Media Studies

09:00 a.m. -

09:10 **Opening Remarks & Introductions: Host**

09:10 a.m. -

10:30: **Section I: Participants will learn:**

Stories from a lifetime of work in front of and behind the cameras.
The power of communicating when you don't have to.
How to capture 87% of your audience in the first 5 seconds.
Exercises that create image and impressions
How to "humanize" your organization in any situation.
The 4 Instant Lessons of a media interview or speech
The reporter's agenda vs. yours.
How to handle confrontational interviews or audience questions.
The 6 "C's" of professional media responding.
The two leading character traits viewers look for in a respondent.
Pre-interview techniques to insure a good sound bite.
Theme and bridging techniques to make sure your agenda is heard
The "Cardinal Rule of Crisis Communications".

10:30 a.m. -

10:45 **Morning Break**

10:45 a.m. -

12:00 p.m. **Section II: Participants will learn:**

"Fact Sheets"; how to write them and make sure they are used.
The magic "12 second" window and how it works for you.
A look at how newsrooms operate and how decisions are made.
Differences between television, radio and newspaper interviews.
Creating your "Image"; how and when to do it.
Writing for the "ear", not the eye.
How to provide balance to the story - every time.
"Practice makes perfect" exercises for the senior executive.
How to make sure your message is clearly understood.
23 techniques for improving your performance in any media or public appearance
Body language techniques used by the pros.
How never to be taken "out of context" again.
Press conference techniques that work.

Noon -

1:00 p.m. **Lunch Break – On Your Own**

1:00 -

2:00 p.m. **Section III: Participants will learn:**

"Case Study" analysis. Participants will be divided into small groups and given case studies on which they will prepare responses for. Each case study will represent a real situation, which if improperly responded to, would leave a negative impact on the organization involved. Individual interviews will begin.

2:00 p.m.

2:15 - **Afternoon Break**

2:15 p.m.

3:30 - **Section IV: Participants will learn:**

"Successful techniques for News Conferences" as well as "Case Studies" continue with on-camera exercises, and instructor gives critiques. Concentrates on "theme building" and sound bite techniques.

“How to produce your own ‘network formatted’ new piece for your local television stations. Never wait again for the media to come to you. Bring the news to them on your website.

3:30 p.m. **Seminar Close**