

Crisis Communications: Developing a Workable Strategy & Plan

Location

PA American- Mechanicsburg Office
 852 Wesley Drive
 Mechanicsburg, PA

Date & Time

Start Date: 05/18/2017
 Start Time: 8:30am
 End Time: 9:00pm

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Michael Klein, a member of Cozen O'Connor's **Energy, Environmental, and Public Utilities** practice, will be speaking at this seminar in Mechanicsburg, Pa. While emergency response plans cover the operational responses to an emergency, they often do not include detailed information on how to effectively communicate with your customers, regulators, and the media. Poor crisis communication, such as what occurred in Flint, Mich., can quickly morph into a public relations nightmare that may damage the reputation of utilities for years to come. Learn how to develop a plan and strategy that's flexible enough to be implemented in a variety of crisis situations.

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