

# Communicating In A Crisis

October  
**12**



## 30 Years of Work Destroyed in 30 Seconds...

is what can happen if your organization mismanages an incident or issue critical to your business. A multitude of crisis situations exist in our industry, and somewhere, some day, in every organization a crisis will occur. One can't be sure what the crisis will be or when it will strike. But you can be sure that a crisis will put your organization's hard-earned image and reputation up for grabs.

Anthony Huey's crisis communications plans concentrate on the news media because he believes in a very simple philosophy: Perception is truth and the media creates the perception following a crisis. For those who would even think of implementing a "no comment" philosophy with the media, he offers this fact: the trade journal, P.R. News, cites a survey that says 65% of the public takes "no comment" as an admission of guilt.

Don't miss the Builders Association's **complimentary** seminar on October 12th to learn insider information on how to deal with the media — and 11 other audiences — during a crisis. Attendees will learn how to respond to questions briefly and directly, with honesty and candor, and learn how to control the flow of information. This is needed preparation for any crisis, when time is critical and working with the media is a priority.

When: Wednesday, October 12, 2016, 8:30 — 11:30AM

Where: Maggiano's Oak Brook, 240 Oakbrook Center, Oak Brook, IL 60523

Registration is required for this complimentary program. Register online at [www.bldrs.org](http://www.bldrs.org) or by emailing an RSVP to [info@bldrs.org](mailto:info@bldrs.org). Special thanks to Presentation Sponsor The Horton Group. *Refreshment sponsorship is still available. Contact the Association at 773-444-0465 in order to sponsor.*

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