



**Save the Date – Friday, June 15, 2018**  
**Madison Country Day School and The Jane Group Crisis Boot Camp**

This is not your average boot camp. Say bye-bye to gym shorts and hello to a boot camp that will get your communications skills in tip-top shape this summer. Join us for key learnings, crisis basics, and best practices. Jane Hulbert will also review what every crisis plan should include.

**Agenda**

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| <b>8:30am – 9:00am</b>   | <b>Continental Breakfast</b>   |
| <b>9:00am – 11:30am</b>  | <b>Crisis 101 – Hope Is Not a Strategy</b> <ul style="list-style-type: none"><li>○ How to prepare in advance; first steps in a crisis; need for speed</li><li>○ How to assess the situation and notify team</li><li>○ The crisis team: who is on it and their responsibilities</li><li>○ The critical role of communications</li><li>○ Managing the media</li></ul>          |
| <b>11:30am – 12:15pm</b> | <b>Lunch</b>   |
| <b>12:15pm – 12:45pm</b> | <b>Preparing Your Front Line Ambassadors</b> <ul style="list-style-type: none"><li>○ Crisis guidelines to be shared for front office, buildings and grounds staff</li></ul>  |
| <b>12:45pm – 2:00pm</b>  | <b>Messaging in Crisis Times – Landing It Right</b> <ul style="list-style-type: none"><li>○ The critical elements of effective messaging</li><li>○ The role of social media and media monitoring</li><li>○ Deep dive on key elements in a crisis plan</li><li>○ The media statement is obsolete... learn why</li><li>○ What makes a message great and what doesn't</li></ul> |
| <b>2:00pm – 3:00pm</b>   | <b>Case Studies</b> <ul style="list-style-type: none"><li>○ Divide into groups for case studies base on real events</li></ul>  |

**Cost**

The cost to attend is \$400 per person or a discounted rate of \$1000 for a group of 3 from your school or organization. **Register at <https://www.thejanegroup.biz>**