Emergency and Crisis Communications in Response Efforts
June 15, 2015

(0830) **Registration and Refreshments**

(0900) **Welcome and Introductions**
Welcome, training and exercise goals and introductions.

(0930) **Crisis and Emergency Communication 101**
Following an emergency or crisis, the nature of how we communicate with one another and with the general public may need to change. We will introduce basic principles, including use of the Joint Information System (JIS) and Joint Information Center (JIC).

(1000) **JIC Information Gathering and Analysis Function**
A key function in the JIC, and a critical part of crisis and emergency communications is gathering and analyzing information. We will discuss the Information Gathering and Analysis role within the JIC, including social and traditional media monitoring.

(1045) **Media Monitoring and Response Activity**
We will review media stories and social media content to identify critical insights and areas for rapid response.

(1100) **Break**

(1115) **JIC Information Coordination and Production Function**
The types of messages we share with our partners and the public can dramatically improve the overall response to an emergency. We will review messaging strategies and give participants a chance to practice developing messages for their respective bureaus.

(1145) **Message Mapping Activity**
In groups of 3, practice developing message maps relating to any trending questions/concerns identified in the first activity,

(1215) **Lunch and Networking**

(1345) **JIC Information Dissemination and Administration and Logistics**
The *way* we communicate with the public during an emergency can be just as important as *what* we say. We will discuss the JIC Information Dissemination roles including best practices for working with the media, social media and press conference coordination. We'll also explore the critical function of administration and logistics.

(1430) **Information Dissemination Activity**
We'll review several clips from interviews and press conferences to identify, common pitfalls, best practices and practices to avoid.

(1445) **Utilizing Social Media in Emergency Response**
Increasingly social media is being utilized by response agencies to share information, but it's also becoming one of the best places to gather intelligence. We'll review the cycle of social media for emergency management, recap best practices and explore potential opportunities for leveraging social media in an emergency.

(1515) **Break**

(1530) **Exercise Overview and Introduction to SimulationDeck**
We will discuss the objectives and expectations for tomorrow's tabletop exercise as well as overview the traditional and social media simulation tool we'll be using to add realism and help drive the exercise.

(1615) **Closing Remarks and Next Steps**
Thanks for completing our training evaluation.

(1630) **Adjourn**