

Village of Hines Creek Council Request for Decision (RFD)

Meeting:	Regular Council Meeting
Meeting Date:	January 22, 2019
Originated By:	Leanne Walmsley, Chief Administrative Officer
Title:	3 rd Annual Crisis Communications Conference for Municipalities
File:	1206

BACKGROUND/PROPOSAL:

By attending this conference you will have the opportunity to explore the key lessons from the past year of Municipal emergencies & crisis in Canada, gain practical guidance to improve your emergency & crisis communications strategy and explore new ideas with their expert panel.

This conference will focus on the three essential requirements for having an effective Emergency & Crisis Communications Strategy.

Crisis Preparation: Identifying risks, developing a plan, creating a team and rehearsing your approach

Crisis Management communicating successfully both internally and externally

Crisis Recovery: Handling the media, regaining trust and evaluating your response.

You will hear from the latest case studies and be provided with tips, advice and the tools you need to ensure your organization is well-equipped to communicate clearer during any crisis.

This is a unique opportunity to exchange ideas with your peers and learn how others from across a range of public, private, and not-for-profit organizations deal with crisis and gain practical guidance to implement in your setting.

You'll also learn how to:

- Focus your plan on the most relevant risks and audience
- Get your spokespeople ready to deal with tough questions
- Tee up key stakeholders as spokespeople and allies
- Avoid mistakes that will guarantee a negative reaction.
- Ensure your organization puts its best values front and center no matter what

Who should attend?

- Mayors & Councillors
- Communications professionals and Public Information's Officers (PIO)
- Leadership and Management teams

- Emergency Management Personnel (including DEM's, Fire Chief's, Police Chiefs, and delegates).
- All EOC designates

Attached is Agenda's for the two day course.

Date: March 7 & 8, 2019

Time: 8:00 am – 4:30 pm

Place: Radisson Hotel, Red Deer Alberta

DISCUSSION/OPTIONS/BENEFITS/DISADVANTAGES

COSTS/SOURCE OF FUNDING (if applicable)

Cost of the two day learning and networking opportunity starting at \$199.00 + GST
Hotel, Meals and Mileage per delegate.

RECOMMENDED ACTION:

That Council approves the attendance of ___ Councillors and ___ Staff at the two day 3rd Annual Crisis Communications Conference for Municipalities on March 7-8, 2019 in Red Deer, Alberta and/or Council receives the 3rd Annual Crisis Communications Conference for Municipalities as information.

Initials show support- Reviewed by:

Manager:

C.A.O. *SW*

Agenda Thursday, March 7

- 8:00AM:** Registration and Continental Breakfast
- 8:45AM:** Welcome & Opening Remarks
- 9:00AM:** "Leading during Recovery: Considerations for Crisis Communicators and Emergency Planners" - Pamela Goulden-McLeod, Director of Emergency Planning for the City of Saskatoon
- 10:00AM:** **Break**
- 10:15AM:** "Accelerating Economic Recovery and Resiliency After a Crisis" - Leann Hackman-Carty, Founder & President HackmanCarty & Associates
- 11:15AM:** interactive Discussion Group
- 12:15PM:** **Lunch**
- 1:15PM:** Media Relations Keynote - TBD
- 2:15PM:** **Break**
- 2:30PM:** "Fort McMurray Wildfires: Crisis & Recovery" - Jordan Redshaw, former Communications Strategist for Municipality of Wood Buffalo
- 4:00PM:** **Conference Concludes for the day**
- 4:30PM:** Wine and Cheese Reception

Agenda Friday, March 8

- 8:00AM:** Registration and Continental Breakfast
- 9:00AM:** "Year in Review: 2018 Emergencies" - Katie Robertson, President and CEO of Grapevine Communications
- 10:00AM:** **Break**
- 10:15AM:** "Crisis and Emergency Management" - Shône Schreiber, Managing Director at the Alberta Emergency Management Agency
- 11:15AM:** "Social Media: Just Another Tool in the Toolbox" - Benjamin Morgan, Founder of deidou Communications
- 12:15PM:** **Lunch**
- 1:15PM:** Workshop: Media Relations and News Conference Planning/Practice - Presented by Grapevine Communications & deidou Communications
- 3:15PM:** **Break**
- 3:30PM:** Closing Remarks
- 4:00PM:** **Conference Concludes for the day**