



Thursday, February 8, 2018

“Crisis Comms Done Right: Experts Share Case Studies on How to Handle the Hot Seat”

Date: Thursday, February 8, 2018

Time: 8:30 AM – 9:00 AM Registration & Continental Breakfast
9:00 AM – 10:00 AM Program

Location: Saxbys HQ
2300 Chestnut Street, Suite 310
Philadelphia, PA 19103

Cost: \$35 for PPRA Members; \$50 for Non-Members; \$25 for Students
Additional \$5 for Walk-ins

As PR pros, we can spot a brand crisis from a mile away. Sometimes they’re funny. More often, they’re not. We know the hard and fast rules of crisis comms – plan ahead, be simple yet strategic, choose your platform wisely. Now, we’re taking a deeper dive into crisis communications with a panel of experts who have gracefully led their clients or organizations through tricky times. Each expert will present a brief case study highlighting details (as many as they can share) about how they navigated the crisis and offer a few key takeaways. A 20-minute Q&A with our experts will round out the event.

Confirmed panelists:

- **Meredith Avakian**, Director of Communications and Marketing, Philadelphia Bar Association
- **Kelly Jankowski**, Senior VP, Edelman
- **Christopher Lukach**, President of Anne Klein Communications Group
- **Douglas Oliver**, Director of Communications, PECO
- Moderated by **Jeff Jubelirer**, Vice President, Bellevue Communications and 2016 PPRA Hall of Fame Inductee

REGISTRATION FORM
Breakfast Program - February 8, 2018

Name(s): _____

Company: _____

Address: _____

Email: _____ Phone: _____

PPRA Member (\$35 per person) Non-Member (\$50 per person) Students (\$25)

I will pay with a check (*payable to PPRA*) I will pay with a credit card VISA MC AMEX

Name as it appears on card: _____ Amount: _____

Credit Card Number: _____ Exp. Date: _____ CCID: _____

Credit Card Billing Address: _____

Special Dietary or Accessibility Needs: _____

Please return to:
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P.O. Box 579
Moorestown, NJ 08057
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(F) 856-727-9504
(E) info@ppra.net
Register online at
www.ppra.net

Cancellations will be accepted in writing by February 6, 2018. No Refunds after February 8, 2018. No-shows will be billed.