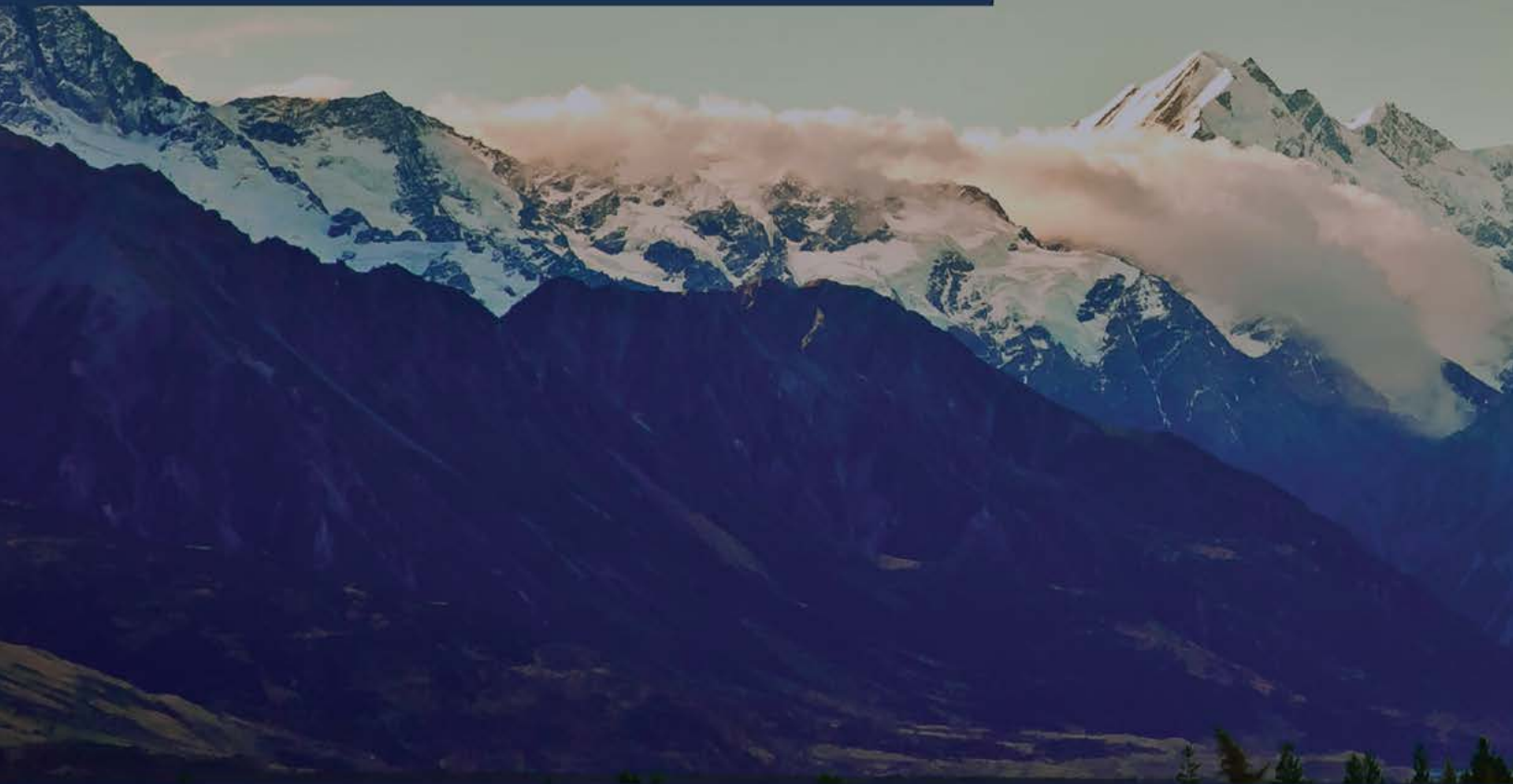




Strategic Communications

Course Catalog | 2020

A Preparedness Solutions Company®



Strategic Communications

This is a comprehensive program offered by Summit Exercises & Training® to help agencies and organizations develop and implement effective internal and external communications before, during and after a crisis. This program is based on the Company's client-centric approach that tailors and customizes solutions to the client's organizational needs and goals, while incorporating proven training and exercise methodologies specifically developed by SummitET™. Each course incorporates internal communications and community education practices.



**Internal
Communication**



**Community
Education**



**Digital & Social Media
Strategic Communications**

PG 3 - 6



**Reputation
Management**

PG 7



**Media Relations Practice for
Strategic Communications**

PG 8 - 9



**Risk & Crisis
Communications**

PG 10 - 17



Digital & Social Media for Strategic Communications

01

Social Media for Strategic Communications

This hands-on, immersive two-day social media workshop offers practical solutions for using social media effectively to engage target audiences. Social media strategy, planning, engagement techniques, and analysis are addressed. This training provides hands-on interaction with social media and provides participants the opportunity to demonstrate learning objectives in a simulated social media environment.

PREREQUISITE

IS-42 Social Media in Emergency Management (FEMA Independent Study Program)

MAXIMUM

25 Participants

INTENDED TRAINING AUDIENCE

- Corporate Communications
- Emergency Management
- Emergency Medical Services
- Fire & Rescue Services
- Government
- Health Care
- Higher Education
- Law Enforcement
- Public Health
- Public Safety Communications
- Public Works

02

Advanced Social Media for Strategic Communications

This immersive two-day advanced social media workshop provides the next-level hands-on interaction with digital media, social media, and emerging technology. This training provides advanced technology techniques and hands-on interaction with social media to provide participants the opportunity to demonstrate learning objectives in a simulated social media environment.

PREREQUISITE

IS-42 Social Media in Emergency Management (FEMA Independent Study Program)

MAXIMUM

25 Participants

INTENDED TRAINING AUDIENCE

- Corporate Communications
- Emergency Management
- Emergency Medical Services
- Fire & Rescue Services
- Government
- Health Care
- Higher Education
- Law Enforcement
- Public Health
- Public Safety
- Public Works

03

Advanced Social Media Planning and Analytics for Strategic Communications

This hands-on, immersive one-day social media workshop offers practical solutions for creating a social media strategy and plan and provides participants the ability to demonstrate how to capture and evaluate social media analytics. Free tools, techniques, and templates are provided to participants for easy implementation.

INTENDED TRAINING AUDIENCE

- Corporate Communications
- Emergency Management
- Emergency Medical Services
- Fire & Rescue Services
- Government
- Health Care
- Higher Education
- Law Enforcement
- Public Health
- Public Safety
- Public Works

PREREQUISITE

IS-42 Social Media in Emergency Management (FEMA Independent Study Program)

MAXIMUM

25 Participants

04

Strategic Communications for the Digital Joint Information System/Joint Information Center

This hands-on, immersive two-day digital media workshop offers practical solutions for building relationships, enhancing internal and external communications, streamlining information coordination and approval processes, and enhancing the information management cycle for the Joint Information System/Joint Information Center. Free to low-cost, off-the-shelf tools, techniques, and templates are provided to participants for easy implementation.

INTENDED TRAINING AUDIENCE

- Corporate Communications
- Emergency Management
- Emergency Medical Services
- Fire & Rescue Services
- Government
- Health Care
- Higher Education
- Law Enforcement
- Public Health
- Public Safety Communications
- Public Works

PREREQUISITE

FEMA G291 or equivalent, NIMS 100.b, 200.b, 700, 700.a, 800.b.

MAXIMUM

25 Participants



05

Building Effective Digital and Social Media Campaigns for Public Engagement and Outreach

This one-day workshop provides participants with strategies and hands-on, immersive practice for developing effective digital and social media campaigns for public engagement and outreach. At the end of the workshop, course participants are empowered with tools, techniques, and a strategy for employing an effective digital and social media campaign.

PREREQUISITE

IS-42 Social Media in Emergency Management (FEMA Independent Study Program)

MAXIMUM

25 Participants

INTENDED TRAINING AUDIENCE

- Corporate Communications
- Community Relations and Education
- Emergency Management
- Emergency Medical Services
- Fire & Rescue Services
- Government
- Health Care
- Higher Education
- Law Enforcement
- Public Health
- Public Safety
- Public Works

06

Addressing Misinformation and Combating Disinformation Campaigns on Digital and Social Media

This one-and-a-half-day workshop provides participants with strategies and hands-on, immersive practice for identifying and addressing misinformation and disinformation on social media. Participants gain an understanding of media monitoring and the role it plays in emergency public information, learn key sources for monitoring during an incident, identify specific strategies for responding to information on digital and social media platforms, identify and practice tactics for monitoring information on digital and social media platforms. Best practices, strategy, and practice are emphasized during this training. At the end of the workshop, course participants participate in a hands-on exercise and are empowered with tools, techniques, and strategy for effectively combating social media mis/disinformation campaigns.

PREREQUISITE

IS-42 Social Media in Emergency Management (FEMA Independent Study Program)

MAXIMUM

25 Participants

INTENDED TRAINING AUDIENCE

- Corporate Communications
- Emergency Management
- Emergency Medical Services
- Fire & Rescue Services
- Government
- Health Care
- Higher Education
- Law Enforcement
- Public Health
- Public Safety
- Public Works
- Social Media Managers/Coordinators

07

Best Practices for Integrating Digital and Social Media into Drills and Exercises

This half-day workshop provides participants with strategies and hands-on, immersive practice for planning, conducting, and analyzing digital and social media during exercises and drills. Based on best practices, participants identify strategies for integrating digital and social media into planning, conduct, and evaluation of drills and exercises. At the end of the workshop, participants will leave with a plan for exercising digital and social media tools using a closed-loop, secure process.

PREREQUISITE

IS-42 Social Media in Emergency Management (FEMA Independent Study Program)

MAXIMUM

25 Participants

INTENDED TRAINING AUDIENCE

- Corporate Communications
- Emergency Management
- Emergency Medical Services
- Fire & Rescue Services
- Government
- Health Care
- Higher Education
- Law Enforcement
- Public Health
- Public Safety
- Public Works
- Social Media Managers/Coordinators



Reputation Management

01

Reputation Management Strategies for Leadership

This half-day course is intended for senior leadership and decision makers. In this workshop, the role of effective communications for reputation management is explained and discussed. Course participants are encouraged to engage in open dialogue to examine the responsibilities, staffing recommendations, training requirements, and the funding necessary to support effective communications for reputation management.

PREREQUISITE

None

MAXIMUM

25 Participants

INTENDED TRAINING AUDIENCE

- Corporate Communications
- Decision-Makers and Leadership
- Emergency Management
- Emergency Medical Services
- Government
- Health Care
- Higher Education
- Law Enforcement
- Public Health
- Public Safety
- Public Works
- Social Media Managers/Coordinators

02

Managing Social Media Situational Awareness for Reputation Management

This one-day workshop provides participants with experience in using tools that monitor media and public-based information sources, such as social media, and aid in developing messages during a crisis. The course focuses on learning strategies for maintaining situational awareness by tracking activity and using social media resources to ensure approved information is readily available for decision-making.



CUSTOMIZED REPUTATION MANAGEMENT TRAINING AVAILABLE

PREREQUISITE

IS-42 Social Media in Emergency Management (FEMA Independent Study Program)

MAXIMUM

25 Participants

INTENDED TRAINING AUDIENCE

- Corporate Communications
- Decision-Makers and Leadership
- Emergency Management
- Emergency Medical Services
- Fire & Rescue Services
- Government
- Health Care
- Higher Education
- Law Enforcement
- Public Health
- Public Safety
- Public Works
- Social Media Managers/Coordinators



Media Relations Practice for Strategic Communications

01

Spokesperson Preparation - Methodology, Strategy and Media Relations Practice

This one-day workshop provides participants with methodology, strategy, and media relations practice to help them better prepare to address the media during times of crisis and non-crisis. The psychology of messaging, developing effective press kits, media planning logistics, and using new technology to enhance media relations are addressed and practiced.

PREREQUISITE

Prerequisite FEMA G290 or equivalent

MAXIMUM

25 Participants

INTENDED TRAINING AUDIENCE

- Corporate Communications
- Decision-Makers and Leadership
- Emergency Management
- Emergency Medical Services
- Government
- Health Care
- Higher Education
- Law Enforcement
- Public Health
- Public Safety
- Public Works

02

Media Relations Practice for Leadership and Subject-Matter Experts

This one-day workshop prepares participants to enhance their communication skills and practice using new techniques for effective media relations. Using interactive and participatory methods, this course provides participants with the opportunity to practice effective media relations techniques using a variety of interview methods including on-camera and remote interviews.

PREREQUISITE

None

MAXIMUM

12 Participants

INTENDED TRAINING AUDIENCE

- Corporate Communications
- Decision-Makers and Leadership
- Emergency Management
- Emergency Medical Services
- Fire & Rescue Services
- Government
- Health Care
- Higher Education
- Law Enforcement
- Public Health
- Public Safety
- Public Works



03

Advanced Media Relations Practice for the Spokesperson

This one-day intense and fast-paced spokesperson workshop prepares participants to enhance their communications skills and practice using new techniques for effective media relations. Using interactive and participatory methods, this course provides participants with the opportunity to practice effective media relations techniques using a variety of interview methods including on-camera, remote, and telephone interviews.



CUSTOMIZED MEDIA RELATIONS PRACTICE FOR STRATEGIC COMMUNICATIONS TRAINING AVAILABLE

PREREQUISITE

Prerequisite FEMA G290 or equivalent

MAXIMUM

12 Participants

INTENDED TRAINING AUDIENCE

- Corporate Communications
- Decision-Makers and Leadership
- Emergency Management
- Emergency Medical Services
- Fire & Rescue Services
- Government
- Health Care
- Higher Education
- Law Enforcement
- Public Health
- Public Safety
- Public Works



Risk and Crisis Communication

01

Crisis Communication Principles and Practice

This half-day or one-day workshop provides participants with risk and crisis communications methodology, strategy, and practice. Risk communication principles, the psychology of messaging, establishing trust and credibility, key message development, and working with the media and social media are addressed.

Note the one-day workshop offers up to two hours of skill development training and feedback. Video capture and feedback to be considered depending on venue, attendees, and specific client request/goals.

PREREQUISITE

None

MAXIMUM

25 Participants

INTENDED TRAINING AUDIENCE

- Corporate Communications
- Decision-Makers and Leadership
- Emergency Management
- Emergency Medical Services
- Government
- Health Care
- Higher Education
- Law Enforcement
- Public Health
- Public Safety
- Public Works
- Social Media Managers/Coordinators

02

Crisis Communication Planning

This one-day workshop provides participants with crisis communication methodology and planning practice for developing a Crisis Communication Plan (CCP). Participants learn crisis communication principles and application for developing a comprehensive CCP template for use when they leave the workshop.

PREREQUISITE

None

MAXIMUM

25 Participants

INTENDED TRAINING AUDIENCE

- Corporate Communications
- Decision-Makers and Leadership
- Emergency Management
- Emergency Medical Services
- Fire & Rescue Services
- Government
- Health Care
- Higher Education
- Law Enforcement
- Public Health
- Public Safety
- Public Works

03

Strategic Communication Methodology and Practice

This two-day interactive and participatory workshop provides participants with strategic communication methodology, strategy, and practice. The communication lifecycle, risk communication principles, the psychology of messaging, establishing trust and credibility, key message development, and working with the media and social media are addressed. Participants practice implementing risk and crisis communication principles in recorded video sessions, social media simulations, and guided discussion using facilitated scenario-based simulations and activities.

PREREQUISITE

None

MAXIMUM

25 Participants

INTENDED TRAINING AUDIENCE

- Corporate Communications
- Decision-Makers and Leadership
- Emergency Management
- Emergency Medical Services
- Government
- Health Care
- Higher Education
- Law Enforcement
- Public Health
- Public Safety
- Public Works
- Social Media Managers/Coordinators

04

Strategic Communication Methodology and Practice for Radiological and Nuclear Incidents

This two-day interactive and participatory workshop provides participants with strategic communication methodology, strategy, and practice for radiological/nuclear incidents. The communication lifecycle, risk communication principles, the psychology of messaging, establishing trust and credibility, key message development, and working with the media and social media are addressed. Participants practice implementing risk and crisis communication principles in recorded video sessions, social media simulations, and guided discussion using facilitated scenario-based simulations and activities specific to a radiological/nuclear incident.

PREREQUISITE

None

MAXIMUM

25 Participants

INTENDED TRAINING AUDIENCE

- Corporate Communications
- Decision-Makers and Leadership
- Emergency Management
- Fire & Rescue Services
- Emergency Medical Services
- Government
- Higher Education
- Hospital Authorities
- Law Enforcement
- Public Health
- Public Safety
- Public Works
- Social Media Managers/Coordinators

05

Strategic Risk & Crisis Communication Strategy and Practice for Dam Incidents and Emergencies

This two-day workshop provides participants the opportunity to apply focused communication strategies and practices before, during, and after dam incidents and emergencies; identify and address communication complexities pertaining to dam incidents and emergencies; identify and address target audiences before, during and after dam incidents and emergencies; coordinate the communication of public information and speak with one voice following dam incidents or emergencies; coordinate news conferences and effectively utilize news conference stagecraft; employ best practices for news media staging; develop dam incident and dam emergency key messages and talking point utilizing a message map; effectively communicate key messages and talking points on-camera and social media strategy and practice.

PREREQUISITE

None

MAXIMUM

25 Participants

INTENDED TRAINING AUDIENCE

- Dam Owners & Operators
- Decision-Makers and Leadership
- Emergency Management
- Fire & Rescue Services
- Government
- Higher Education
- Law Enforcement
- Emergency Medical Services
- Government
- Public Health
- Public Safety
- Public Works
- Social Media Managers/Coordinators

06

Risk and Crisis Communication for Senior Management

This two-hour workshop is specifically designed for senior management, leadership, decision-makers, and subject-matter experts. The workshop provides senior officials risk communications principles, psychology of messaging, and establishing trust and credibility strategy and practice.

PREREQUISITE

None

MAXIMUM

25 Participants

INTENDED TRAINING AUDIENCE

- Corporate Communications
- Emergency Management
- Emergency Medical Services
- Government
- Health Care
- Higher Education
- Law Enforcement
- Public Health
- Public Safety
- Public Works

07

Risk and Crisis Communication Practice for Telephone Teams

This interactive and participatory half-day workshop is specifically designed for telephone team members. The workshop provides telephone team members risk and crisis communication principles, addresses the psychology of messaging, and strategy and practice for establishing trust and credibility.

PREREQUISITE

None

MAXIMUM

25 Participants

INTENDED TRAINING AUDIENCE

- Corporate Communications
- Decision-Makers and Leadership
- Emergency Management
- Emergency Medical Services
- Government
- Health Care
- Higher Education
- Law Enforcement
- Public Health
- Public Safety
- Public Works
- Social Media Managers/Coordinators

08

From Awareness to Action: Motivating Behavior Change through Strategic Risk Communication

This interactive and participatory two-day workshop offers methodologies and strategies for communicating risk to internal and external audiences. Participants learn how to describe and apply risk communication concepts, discuss why literacy matters in communicating risk, use risk communication concepts to motivate preparedness and response behaviors, use research-based practices to create alerts and warnings that motivate action, and identify common issues and potential solutions resulting from working as a team with emphasis on building skills and leveraging of the varied communicator roles of the training participants.

PREREQUISITE

None

MAXIMUM

25 Participants

INTENDED TRAINING AUDIENCE

- Corporate Communications
- Decision-Makers and Leadership
- Emergency Management
- Emergency Medical Services
- Government
- Health Care
- Higher Education
- Law Enforcement
- Public Health
- Public Safety
- Public Works
- Social Media Managers/Coordinators



09

Strategic Communications for the Joint Information System & Joint Information Center

This hands-on, immersive two-day workshop offers practical solutions for building relationships, enhancing internal and external communications, streamlining information coordination and approval processes, and enhancing the information management cycle for the Joint Information System/Joint Information Center. Team building, focused communication strategies, and digital exercises are integrated into the workshop to enhance learning concepts.

INTENDED TRAINING AUDIENCE

- Emergency Management
- Emergency Medical Services
- Fire & Rescue Services
- Government
- Health Care
- Higher Education
- Law Enforcement
- Public Health
- Public Safety
- Public Works
- Social Media Managers/Coordinators

PREREQUISITE

None

MAXIMUM

25 Participants

10

Identifying and Addressing Communication Complexities

This interactive and participatory two-day workshop introduces participants to communication complexities highlighting why “the same things mean different things to different people” and offers strategies for enhancing communication effectiveness when communicating with target audiences. Case studies are integrated to reinforce the importance of identifying and addressing communication complexities during such times. This training is interactive and participatory with an emphasis on building skills and leveraging the varied communicator roles of participants.

PREREQUISITE

None

MAXIMUM

25 Participants

INTENDED TRAINING AUDIENCE

- Corporate Communications
- Decision-Makers and Leadership
- Emergency Management
- Emergency Medical Services
- Fire & Rescue Services
- Government
- Health Care
- Higher Education
- Law Enforcement
- Public Health
- Public Safety
- Public Works
- Social Media Managers/Coordinators

11

Identifying and Addressing Communication Complexities for 911 and Public Inquiry Telecommunicators

This interactive and participatory two-day workshop introduces participants to communication complexities highlighting why “the same things mean different things to different people” and offers strategies for enhancing 911 and public inquiry telecommunicator’s communication effectiveness when communicating before, during, and while recovering from highly stressful and convoluted incidents . This workshop also focuses on active and passive listening skills. Case studies are integrated to reinforce the importance of identifying and addressing communication complexities during such times. This training is highly interactive, immersive and participatory with an emphasis on building skills and leveraging the varied communicator roles of participants.

PREREQUISITE

None

MAXIMUM

25 Participants

INTENDED TRAINING AUDIENCE

- Corporate Communications
- Decision-Makers and Leadership
- Emergency Management
- Emergency Medical Services
- Fire & Rescue Services
- Government



12

Developing and Enhancing a Resilient Joint Information System

This interactive and participatory one-day workshop offers participants strategies for developing and enhancing a resilient Joint Information System. Based on NIMS requirements, this course focuses on recruiting for the JIS, building bench strength, and key planning capabilities for enhancing a resilient JIS. The workshop incorporates team building exercises, tools, and templates.

INTENDED TRAINING AUDIENCE

- Emergency Management
- Emergency Medical Services
- Fire & Rescue Services
- Government
- Health Care
- Higher Education
- Law Enforcement
- Public Health
- Public Safety
- Public Works
- Social Media Managers/Coordinators

PREREQUISITE

None

MAXIMUM

25 Participants

13

When Minutes Matter: Public Alerts and Warnings

This two-day workshop uses interactive and participatory exercises to provide participants practice and application with the basics of risk communications, theories of protective action decision making, and how to communicate protective actions effectively based on the nature of the incident. The workshop integrates a half-day tabletop exercise to examine and exercise the risk communications strategies associated with agency plans. At the end of the workshop, participants will be able to integrate good risk communication practices into planning efforts and understand how to communicate effectively during an incident, develop lessons learned from the tabletop exercise, use the lessons learned to inform plan revisions, as appropriate, as well as brief senior officials, and develop actionable items to improve plans.

PREREQUISITE (SUGGESTED)

IS-247a IPAWS Alerting Authority Online Training and IS-251 IPAWS for Alerting Authorities Best Practices.

MAXIMUM

25 Participants

INTENDED TRAINING AUDIENCE

- Dam Owners/Operators
- Decision-Makers and Leadership
- Commercial Nuclear Industry
- Emergency Management
- Emergency Medical Services
- Government
- Health Care
- Higher Education
- Law Enforcement
- Public Health
- Public Safety
- Public Works
- Social Media Managers/Coordinators

14

Building and Maintaining a Resilient Joint Information System for Radiological and Nuclear Incidents

This two-day training provides participants with experience to assist them in building and maintaining a resilient Joint Information System (JIS) for radiological and nuclear incidents. Based on NUREG-0654/FEMA-REP-1, Revision 2 requirements, this course focuses on recruiting for the JIS, building bench strength, industry best practices, internal and external information coordination, and key planning capabilities for maintaining a resilient JIS.

PREREQUISITE

None

MAXIMUM

25 Participants

INTENDED TRAINING AUDIENCE

- Emergency Management
- Emergency Medical Services
- Fire & Rescue Services
- Government
- Health Care
- Higher Education
- Law Enforcement
- Public Health
- Public Safety
- Public Works
- Social Media Managers/Coordinators



**A Preparedness
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CORPORATE CONTACT INFORMATION

SummitET.com

(844) 201-4302

info@SummitET.com

111 2nd Avenue NE Ste. 354
St. Petersburg, FL 33701



@SummitExercisesandTraining

DUNS # 078812170 | CAGE CODE 6YF70

TO REINFORCE STRATEGIC COMMUNICATIONS TRAINING

SummitET develops and facilitates customized tabletop exercises and/or workshops incorporating the needs of the target audience to bring together affected parties and enhance planning for and response to any incident. The integration of training and exercises provides an opportunity to further identify needs and solutions for response to incidents at the local, state, or federal level, thus strengthening the United States' response capabilities.

STRATEGIC COMMUNICATIONS TEAM

Mark Basnight

SummitET

Director of Strategic Communications

Strategic Communications Program

MarkBasnight@SummitET.com

Holly Hardin

SummitET

Program Manager

Strategic Communications Program

HollyHardin@SummitET.com