



# Virtual Strategic Communications Workshops

FOR ORGANIZATIONS



**Get Started**

SummitET.com  
(844) 201-4302 ext. 118  
Info@SummitET.com

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## Preparedness is not an accident®

Prepare your organization and people to effectively manage communications in response to critical incidents. When lives and reputations are on the line in today's high-risk, high-threat environment, it is the most well-trained and experienced strategic communications team that will be ready to abate and respond to threats and all-hazards. Summit Exercises and Training LLC is a veteran-owned small business. The cost of attendance at our Virtual Strategic Communications Workshops is at or below the federal government's new micro-purchase threshold level and/or the simplified acquisition threshold level, which provides acquisition flexibility to federal departments and agencies.

## Get Started

Contact us to book a workshop.

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[Info@SummitET.com](mailto:Info@SummitET.com)

# Virtual Joint Information System/ Joint Information Center Methodology and Practice

## SCOPE:

This virtual 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 virtual Joint Information System/Joint Information Center (JIS/JIC).

## REQUIREMENTS

Strong Internet connection is required. Webcam use is preferred for all participants and instructors.



Risk & Crisis Communications



Internal Communications



Digital & Social Media

### SELECT VIRTUAL WORKSHOP LENGTH

2 HOUR

4 HOUR

1 DAY  
(8 HOURS)

#### SCOPE

Develop strategies for incorporating digital and social media and new technology into the Information Management Cycle.



Develop strategies for incorporating digital and social media and new technology into the JIS/JIC.



Demonstrate the ability to integrate new technology into the virtual JIS/JIC in a training exercise.



Discuss best practices and lessons learned.



#### INTERACTIVE ELEMENTS

Knowledge Checks



Polling



Off-the-shelf tools, techniques, and templates are provided to participants for easy implementation.



#### BREAKOUT ROOMS

JIS/JIC Responsibilities Activity



JIS/JIC Technology Assessment Activity



Triage Information Exercise



Social Media Monitoring Strategy Exercise



Putting it All Together – Final Exercise



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

## SCOPE:

This virtual workshop provides participants with strategies and 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 and techniques for employing an effective digital and social media campaign.

## REQUIREMENTS

Strong Internet connection is required. Webcam use is preferred for all participants and instructors.



Risk & Crisis Communications



Community Education & Relations



Digital & Social Media

### SELECT VIRTUAL WORKSHOP LENGTH

	2 HOUR	4 HOUR	1 DAY (8 HOURS)
<b>SCOPE</b>			
Understand the importance of a social media strategy.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Identify digital media engagement strategies using best practices.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Begin the development of a digital engagement campaign.			<input checked="" type="checkbox"/>
Discuss best practices and lessons learned.		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>INTERACTIVE ELEMENTS</b>			
Knowledge Checks	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Polling	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Self-assessment Activity	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>BREAKOUT ROOMS</b>			
“7 Questions/7 Steps” to begin development of a digital engagement strategy.		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
“Build a Digital Content Strategy” template for developing individualized strategies.			<input checked="" type="checkbox"/>

# Addressing Misinformation & Combating Disinformation on Digital & Social Media

## SCOPE:

This virtual workshop provides participants with strategies and 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, and identify and practice tactics for monitoring information on digital and social media platforms.

## REQUIREMENTS

Strong Internet connection is required. Webcam use is preferred for all participants and instructors.



Risk & Crisis Communications



Digital & Social Media



Reputation Management

### SELECT VIRTUAL WORKSHOP LENGTH

	2 HOUR	4 HOUR	1 DAY (8 HOURS)
<b>SCOPE</b>			
Define media monitoring and the role it plays in emergency public information.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Identify key sources for information monitoring during an emergency.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Describe steps for successful media monitoring.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Describe the purpose, benefits, and uses of search platforms on social media.		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Best practices, strategy, and practice are emphasized during this training.		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>INTERACTIVE ELEMENTS</b>			
Knowledge Checks	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Polling	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Case Study Review		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Final exercise with tools, techniques, and strategy for effectively combating social media mis/disinformation.			<input checked="" type="checkbox"/>
<b>BREAKOUT ROOMS</b>			
Use the scenario provided to develop social media monitoring objectives activity.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Monitoring strategy and tools exercise.		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Social media monitoring and reporting exercise.			<input checked="" type="checkbox"/>

# Reputation Management Strategies for Leadership

## SCOPE:

This virtual workshop addresses the importance of strategic communications for reputation management. Workshop 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.

## REQUIREMENTS

Strong Internet connection is required. Webcam use is preferred for all participants and instructors.



### SELECT VIRTUAL WORKSHOP LENGTH

	2 HOUR	4 HOUR	1 DAY (8 HOURS)
<b>SCOPE</b>			
Describe communication strategies for reputation management.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Describe a buy-time statement.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Understand the importance of a monitoring strategy for situational awareness to address reputation management.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Develop a monitoring strategy for situational awareness to address reputation management.			<input checked="" type="checkbox"/>
Practice communication strategies for reputation management.			<input checked="" type="checkbox"/>
<b>INTERACTIVE ELEMENTS</b>			
Knowledge Checks	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Polling	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Case Study Review		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Discussion-based Exercise			<input checked="" type="checkbox"/>
<b>BREAKOUT ROOMS</b>			
Communication strategy activity.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Monitoring strategy and practice exercise.		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Putting it all together: Final exercise.			<input checked="" type="checkbox"/>

# Managing Social Media Situational Awareness for Reputation Management

## SCOPE:

This virtual 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 workshop 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.

## REQUIREMENTS

Strong Internet connection is required. Webcam use is preferred for all participants and instructors.



Digital & Social Media



Reputation Management

### SELECT VIRTUAL WORKSHOP LENGTH

	2 HOUR	4 HOUR	1 DAY (8 HOURS)
<b>SCOPE</b>			
Define media monitoring and the role it plays in reputation management.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Identify key sources for information monitoring.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Describe steps for successful media monitoring and informed strategic communication decision-making.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Describe the purpose, benefits, and uses of search platforms on social media.		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Describe steps for successful media monitoring.		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>INTERACTIVE ELEMENTS</b>			
Knowledge Checks	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Polling	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Case Study Review		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>BREAKOUT ROOMS</b>			
Social media monitoring objectives for reputation management activity.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Monitoring strategy and tools exercise.		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Informed decision-making exercise.			<input checked="" type="checkbox"/>

# Crisis Communication Principles and Practice

## SCOPE:

This virtual workshop provides participants with crisis communication methodologies and strategies. Crisis communication principles, the psychology of messaging, establishing trust and credibility, key message development, and working with the media and social media are addressed.

## REQUIREMENTS

Strong Internet connection is required. Webcam use is preferred for all participants and instructors.



### SELECT VIRTUAL WORKSHOP LENGTH

	2 HOUR	4 HOUR	1 DAY (8 HOURS)
<b>SCOPE</b>			
Define and practice crisis communication.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Identify stakeholder audiences.		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Define the Message Triangle.		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Describe how to develop key messages and use a Message Map.		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Demonstrate the ability to create a Message Map and disseminate key messages via a variety of communication channels.		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>INTERACTIVE ELEMENTS</b>			
Knowledge Checks	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Polling	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Discussion-based Exercises			
<b>BREAKOUT ROOMS</b>			
Develop key messages using a Message Map.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Identify communication channels and develop key messages activity.		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Create a message map, identify communication channels, and practice disseminating messages via a variety of channels in a simulated environment.			<input checked="" type="checkbox"/>

# Crisis Communication Planning

## SCOPE:

This virtual 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.

## REQUIREMENTS

Strong Internet connection is required. Webcam use is preferred for all participants and instructors.



### SELECT VIRTUAL WORKSHOP LENGTH

	2 HOUR	4 HOUR	1 DAY (8 HOURS)
<b>SCOPE</b>			
Define and practice crisis communication.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Identify stakeholder audiences and associated steps for developing a Crisis Communication Plan.		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Identify best practices for developing a Crisis Communication Plan.		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Demonstrate the ability to create a Crisis Communication Plan.			<input checked="" type="checkbox"/>
<b>INTERACTIVE ELEMENTS</b>			
Knowledge Checks	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Polling	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Discussion-based Exercises	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>BREAKOUT ROOMS</b>			
Discuss and identify best practices for implementing a Crisis Communication Plan.		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Share and discuss personalized Crisis Communication Plan templates with main classroom.			<input checked="" type="checkbox"/>

# Strategic Communication Methodology and Practice

## SCOPE:

This virtual interactive and participatory workshop provides participants with strategic communication methodologies, strategies, and practices. 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.

## REQUIREMENTS

Strong Internet connection is required. Webcam use is preferred for all participants and instructors.



### SELECT VIRTUAL WORKSHOP LENGTH

	2 HOUR	4 HOUR	1 DAY (8 HOURS)
<b>SCOPE</b>			
Understand the Information Management Cycle and associated information requirements.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Identify and address communication complexities.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Identify focused communication strategies and practices.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Demonstrate the ability to apply focused communication strategies and practices.			<input checked="" type="checkbox"/>
<b>INTERACTIVE ELEMENTS</b>			
Knowledge Checks	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Polling	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Plenary activity: The Same Things Mean Different Things to Different People	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Plenary activity: Changing Hats	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Plenary activity: Just How Many Are there? Joint Information System exercise.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Putting it all together: Final exercise.		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>BREAKOUT ROOMS</b>			
Information Triage		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Activity: Don't Drop the Data			<input checked="" type="checkbox"/>
Activity: What's Your Strategy?			<input checked="" type="checkbox"/>

# Risk and Crisis Communication for Senior Management

## SCOPE:

This virtual 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.

## REQUIREMENTS

Strong Internet connection is required. Webcam use is preferred for all participants and instructors.



**2 HOUR**

SCOPE	
Define risk and crisis communication.	<input checked="" type="checkbox"/>
Describe the importance of matching messages to your intended audiences.	<input checked="" type="checkbox"/>
Develop strategies for anticipating questions and avoiding ambush.	<input checked="" type="checkbox"/>
INTERACTIVE ELEMENTS	
Knowledge Checks	<input checked="" type="checkbox"/>
Polling	<input checked="" type="checkbox"/>
Plenary activity: Assess tools that aid in addressing the media, i.e., prep sheets, briefing cards, and scripts.	<input checked="" type="checkbox"/>
BREAKOUT ROOMS	
Putting it all together: Final exercise.	<input checked="" type="checkbox"/>

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

## SCOPE:

This virtual interactive and participatory workshop offers methodologies and strategies for communicating risk to internal and external audiences. Participants learn how to describe and apply risk communication concepts, use risk communication concepts to motivate preparedness and response behaviors, and identify common issues and potential solutions resulting from working as a team with emphasis on building skills and leveraging the varied communicator roles of the training participants.

## REQUIREMENTS

Strong Internet connection is required. Webcam use is preferred for all participants and instructors.



### SELECT VIRTUAL WORKSHOP LENGTH

	2 HOUR	4 HOUR	1 DAY (8 HOURS)
<b>SCOPE</b>			
Define risk communication and risk communication strategies.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Describe the communication needs of different populations.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Create messages that motivate action.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Demonstrate the ability to apply risk communication concepts to motivate action.			<input checked="" type="checkbox"/>
<b>INTERACTIVE ELEMENTS</b>			
Knowledge Checks	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Polling	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Risk Communication Strategies Activity	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Risk Communication Channels Activity	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>BREAKOUT ROOMS</b>			
Develop messages that motivate action.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Outreach Strategies		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Public alert and warning activity.			<input checked="" type="checkbox"/>

# Building and Maintaining a Resilient Joint Information System

## SCOPE:

This virtual workshop provides participants with experience to assist in building and maintaining a resilient Joint Information System (JIS). Based on best practices, 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.

## REQUIREMENTS

Strong Internet connection is required. Webcam use is preferred for all participants and instructors.



### SELECT VIRTUAL WORKSHOP LENGTH

	2 HOUR	4 HOUR	1 DAY (8 HOURS)
<b>SCOPE</b>			
Describe the Information Management Cycle.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Describe the Joint Information System (JIS) and identity key functions.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Identify strategies to align with well-practiced and proven Incident Command System JIS practices.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Identify strategies for enhancing existing JIS plans to align with best practices.		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Discuss the development of a JIS Staffing plan to include functional checklists with associated technology requirements, skill set identification, and training requirements.		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Identify protective action, information exchange and information prioritization strategies.			<input checked="" type="checkbox"/>
Identify drills and exercises best practices and strategies for evaluating technology enhancements.			<input checked="" type="checkbox"/>
<b>INTERACTIVE ELEMENTS</b>			
Knowledge Checks	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Polling	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Discuss the JIS Skill Set Assessment.		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>BREAKOUT ROOMS</b>			
JIS Activity	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Review the JIS Implementation Checklist and identify any gaps in your existing JIS.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
JIS Best Practices Activity		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Discuss the Golden Hour, checklists, cross-training, resources, and improvements.		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Discuss strategies, improvements, and benefits your agency uses to drill/exercise the JIS.			<input checked="" type="checkbox"/>

# Diversity & Inclusion Awareness: Identifying & Addressing Communication Complexities

## SCOPE:

This highly interactive, virtual workshop introduces participants to communication complexities that can create barriers and present challenges to effective and productive communication. The primary objectives are for participants to gain an increased awareness that “the same things mean different things to different people,” to address the need to unlearn/relearn how we handle cultural differences and indifference, and to emphasize the need for listening for understanding (not necessarily agreement). Opportunities for introspection and increased self-awareness are provided via group discussions and exercises.

## REQUIREMENTS

Strong Internet connection is required. Webcam use is preferred for all participants and instructors.



### SELECT VIRTUAL WORKSHOP LENGTH

	2 HOUR	4 HOUR	1 DAY (8 HOURS)
<b>SCOPE</b>			
Understand the concept of “learn, unlearn, and relearn”.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Gain an understanding of active listening skills and practice.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Identify complexities that impact effective communication.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Identify strategies to address communication complexities.		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Gain an understanding of how communication complexities affect us and our ability to communicate effectively.		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Learn how communication complexities can exacerbate convoluted incidents and events.		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>INTERACTIVE ELEMENTS</b>			
Case Study Review	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Open conversation regarding diversity, inclusion, and culture present many complexities.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Cross Cultural Competence and Listening activity.		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



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## **CONTACT OUR EXPERTS**

**SummitET.com**

(844) 201-4302 ext. 118  
info@SummitET.com

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



@SummitExercisesandTraining

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