

CAMPUS CRISIS SIMULATION

IMPROVING CAMPUS-WIDE RESPONSE TO AN EMERGENCY

CHICAGO, IL ■ MARCH 29 – 31, 2010



WHAT A CRISIS SIMULATION CAN DO FOR YOU

Academic Impressions is offering an exclusive crisis simulation event that will help your crisis team prepare for communicating quickly and effectively during a crisis. Join experts in the field and a limited number of other crisis teams for this intense event.

You will:

- Engage in an intensive, professional simulation created specifically for testing crisis response plans on university and college campuses
- Learn from experts who have been managing higher education crisis situations and emergencies for over 20 years
- Test your emergency management and crisis communications plan in a day long simulation. Your crisis team will be led through a series of decision making points in a relevant, realistic scenario
- Participate in an intensive debrief that will help you rethink and rework your emergency and crisis response planning
- Exchange emergency management and communications plans with your colleagues and have your plan critiqued so that you can fix flaws that could impede communication and response during a crisis

Academic Impressions is inviting you to join a limited number of other teams from different universities in order to increase communication between departments on your campus. This 2 ½ day learning experience with your team and colleagues will allow for:

- Dedicated time away from campus to increase communication and work as a team to prepare to handle a variety of crises at your institution
- Networking with other institutions' crisis teams to share knowledge and discuss challenges and solutions
- Experiencing a simulation from an objective vantage point, where no one on your team knows what will happen next – including top emergency management personnel
- Shared expense of the cost and preparation of a simulation with other institutions

Join us in March for this exclusive event. Space is limited.

For more information, please email marla@academicimpressions.com.

Or, check out the conference website for a full agenda and a variety of free resources:

<http://www.academicimpressions.com/conferences/0310-crisis.php>

