



CREATING A FRAMEWORK FOR PROACTIVE ISSUES MANAGEMENT

December 8, 2017 :: 1:00 - 2:00 p.m. EST

Plan for key issues facing your campus more proactively.

OVERVIEW

Marketing and Communications professionals spend significant amounts of time on day-to-day issues and the need to attend to smaller-scale problems can make it seem impossible to find the time for proactive issues management planning. However, there are ways to prepare for potential issues facing your campus that aren't time and resource-intensive.

Join us for a 60-minute online training that will provide you with a clean and simple framework for identifying, prioritizing, and strategizing around key issues facing your institution. You will walk away from the webcast with:

- A self-assessment tool to help you identify and prioritize the critical issues you should focus on
- An adaptable framework to help you assign strategic actions and prepare for the top issues you have identified

WHO SHOULD ATTEND

This webcast is intended for marketing and communications professionals—either individually or in teams—who need to strengthen the front-end preparation they are currently engaged in for issues management.

[VISIT EVENT PAGE](#)

www.academicimpressions.com/webcast/creating-framework-proactive-issues-management



LEARNING OUTCOME

After participating in this online training, you will be able to plan for key issues facing your campus more proactively.

CONTACT US FOR MORE INFORMATION

Contact Sarah Seigle, Program Manager at Sarah@academicimpressions.com or 720-988-1216 if you'd like additional information about the program.

AGENDA

Friday, December 8, 2017 :: 1:00 - 2:00 p.m. EDT

The webcast will consist of three main sections:

Step 1: Identifying

You will see a comprehensive list of potential issues, broken down into categories, that have occurred on other college and university campuses.

Step 2: Prioritizing

Our instructor will walk you through a self-assessment tool to help you prioritize which issues—based on your campus climate, mission, and stakeholders—you should focus on for proactive planning.

Step 3: Assigning strategic actions

You will be taught a framework to help you figure out what kind of steps/actions to take to help you prepare for the most pressing issues you have identified for your campus.



INSTRUCTOR

Simon Barker, Managing Partner, Blue Moon Consulting Group

Simon provides issues and crisis management advice and counsel to leadership at universities on a range of issues from litigation, cyber risk, and data breaches to fatalities, scandals, protests, and a broad range of ethical, financial, and social issues. He has developed over a hundred crisis management and crisis communications plans, and has led crisis leadership sessions and exercises for organizations in the US, Europe, and Asia. He held senior roles at Edelman, Visa, and Marsh & McLennan prior to founding BMCG in 2014.

Blue Moon Consulting Group provides its clients insight, counsel, and experience to help them effectively manage real-time responses to significant issues and crisis events. Its goal is to build an organizational culture in which reputation is viewed as a key asset and fundamental strategic input into decision-making.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PRICING & REGISTRATION (CIRCLE ONE)

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EARLY BIRD PRICING

Postmarked on or before December 1, 2017. After December 1, 2017, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies.

[REGISTER ONLINE](#) or below.

PAYMENT METHOD:

We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237.

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