

YOU ARE INVITED TO THE PREMIER CONFERENCE FOR COMMUNICATIONS PROFESSIONALS



# RISK, CRISIS AND TRUST COMMUNICATIONS

2 Day Conference

June 15th & 16th 2010, Hyatt Regency Hotel, Port of Spain

- Union calls for GM's removal...
- Financial sector fights back in wake of collapse, crisis of confidence...
- Protesters block entrance to industrial site...
- Utility workers cry foul...
- Fire at juice factory – 15 workers on the breadline...
- In the midst of accusations, Chairman abruptly quits...
- Utility urges public to conserve or face punishment...

## How do you communicate in these situations?

### Learn How to Respond at a dynamic 2-Day Risk, Crisis and Trust Communications Conference

Crisis and controversy are part of life – and many organizations will face some sort of crisis at some point in their existence. Unless handled effectively, such situations can be quite damaging to a company's reputation, stakeholder relationships as well as the bottom line.



#### LEAD SPEAKER

**DAVID KALSON**, EXECUTIVE MANAGING DIRECTOR, RF BINDER PARTNERS, NEW YORK

A communications expert with more than 30 years experience and expertise, David Kalson will join us in Trinidad and Tobago for a riveting Risk, Crisis and Trust conference on June 15th and 16th 2010.

David provides strategic counsel to clients and manages communications programs relating to corporate and product positioning, issues and crises management, capital markets and internal communications. He has extensive experience in science-related issues and businesses from a variety of sectors including energy, environment, chemicals, consumer products and healthcare. He has expertise in pharmaceuticals and medical devices relating to hematology, oncology, immunology, neuro-muscular diseases and mental illnesses.

David has this to say about crisis and issues management: "After being involved with a wide range of crisis communications, including crisis plans, for both the private and public organizations, I believe that effective crisis communication boils down to a few main principles: Tell your story first and tell it fast, with complete candor while showing sincere empathy for victims, whether real or perceived".

He has counseled companies and organizations that include energy clients Entergy; Areva; Repsol YPF; NRG Energy; Canaport LNG; Irving Oil, and New York Regional Interconnect on issues ranging from nuclear power and public safety; transmission lines and Smart Grid infrastructure, pipeline and facility sitings; emerging renewable energy technologies; and carbon reduction initiatives.

#### TOPICS INCLUDE

- Crisis vs. Risk Communication: Why risk communication may be even more important than crisis communication;
- Telling the truth: Why organizational transparency helps more than it hurts - even in the face of bad news.
- When fear is a good thing: How to conquer public apathy, through precaution advocacy.
- Rebuilding Trust after the Crisis.

For details, advance booking and registration: [www.colthrustpr.com/registration](http://www.colthrustpr.com/registration) or 1-868-221-6154

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