



## KENTUCKY EMERGENCY MANAGEMENT

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Director

### **RISK & CRISIS COMMUNICATION: Identifying and Addressing Communication Complexities (RC202) Moving Individuals from Awareness to Action (RC207)**

**OCTOBER 22-24, 2024**

**Madison County Joint Information Center,  
558 S. Keeneland Drive, Richmond, KY 40475**

**Offered in Partnership by CSEPP, KYEM & Argonne National Laboratory**

**Description:** This customized workshop is specifically designed for public information officers, public affairs officers, communication professionals, emergency managers and government personnel who interact with external stakeholders. Participants learn and apply focused methodologies and strategies for: (1) identifying and addressing various communication complexities; (2) crafting messages during high-stress events; (3) applying risk communication concepts to develop effective messages and outreach approaches; (4) using key risk communication methods to motivate action; (5) understanding the relationship between communications and community engagement; and (6) implementing outreach methods that promote equity and undermine apathy.

**Course Agenda:** Specific course agenda forthcoming. Training days from 8AM-4:30PM on October 22-23; 8AM-Noon on October 24.

**Special Notes:** Advance student registration is **REQUIRED** and must be received by **October 18, 2024**. You are considered accepted as a student in this class upon receipt of your application. A **MAXIMUM** of twenty-five (25) students will be accepted. **CSEPP community registrants receive registration priority**. Students will be notified if the course is canceled. For this reason, it is imperative that you provide accurate contact information. Meals, lodging, and travel expenses are the responsibility of the student and will **NOT** be reimbursed by KYEM.

**Registration:** [https://forms.logiforms.com/formdata/user\\_forms/25701\\_7726379/383754](https://forms.logiforms.com/formdata/user_forms/25701_7726379/383754)

**For more information, contact:**

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