

Managing the Message



CRISIS COMMUNICATION WORKSHOP SERIES 2023



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2018 Managing the Message, Lower Columbia College

Come join the **Umatilla County Local Emergency Planning Committee (LEPC)** as they wrangle up a communicator rodeo of “**Managing the Message.**” The **May 24th-25th, 2023** Crisis Communication Workshop series will be held at the [Pendleton Convention Center](#), 1601 Westgate Pl, Pendleton, OR 97801.

Presentations and activities support all-hazard communication needs and will exercise a Tier II chemical release train derailment scenario. Day one lays groundwork through presentations by renowned subject matter leaders such as the United Kingdom’s [Chris Webb](#), former Head of News and Deputy Director of Media & Communication at London’s Metropolitan Police Service; the United States’ [Bob Jensen](#), former Principal Deputy Assistant Secretary for Public Affairs for the Department of Homeland Security; and communication leaders of Australia’s non-profit [EMPA](#). Local and national presenters will share their real-world learnings and hands-on experiences from their U.S. case studies.

Day two advances attendees through an integrative tabletop exercise, building upon lessons identified for practitioner success in Managing the Message! Work with the Unified Command, the local, state and federal Policy Team, and community leaders to form and move critical information from ground to strategic horizons.

[Registration](#) open now. Training provided by the grant-funded Workshop; the grant does not cover meals. [GSA-compliant meal tickets can be purchased on-site at Check-in](#). Sponsor and vendor opportunities are available to help offset costs outside the allowance of the grant.



*Rough-riding crisis information?
Come to the land of “Let ‘er Buck” to
wrangle up communication best
practices!*

This event funded by the U.S. Department of Transportation, Pipeline and Hazardous Materials Safety Administration, Hazardous Materials Emergency Preparedness grant program through the Oregon State Police, Office of State Fire Marshal and the Umatilla County Local Emergency Planning Committee.

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Who Should Join

- LEPC, SERC, and regulator partners
- Industry and business communications practitioners
- Public Information Officers, Public or External Affairs Officers, Public Relations communicators
- Government and Agency Leaders responsible for public information functions
- Emergency service personnel with public information responsibilities
- Anyone wishing to improve in and contribute toward communication capabilities

Program Overview

Check in with us for pre- and post-Workshop activities highlighting this amazing Northwest region! Planned activities include a tour of the [Pendleton UAS Range](#) and how drones can support situational awareness for hazmat and emergency response. Elect your interest during [Registration](#).

Our Workshop Program occurs over two days leveraging expertise from all stakeholders and feature:

- Presentations are all-hazard applicable and provide key take-aways from practitioners who've moved from lessons identified to Lessons Learned
- Scenario-driven, Tier II workshop provided through tabletop exercise of an expanding incident, exploring the challenges and solutions around public information aspects of disaster planning, preparedness, response and recovery
- Speakers collaborate with participants to help develop effective crisis communication response
- Speakers share best practice techniques and guidance as the presentations and tabletop exercise unfolds
- Participants will also share organisational needs and perspectives towards integrating information flow and the crisis communication process
- Feedback gathered from the Debrief will directly contribute to the improvement of local community emergency response and communication plans

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Objectives

Crisis communication requires integrated understanding, systems and planning. Managing the Message enables participants to:

- Gain greater confidence to steward and manage communication
- Add to the Partner Toolbox through identification of existing, accessible resources
- Navigate challenges faced when handling an emergency including fatigue, complacency, information gaps, silos, misunderstanding and mistrust
- Understand how effective crisis communication can impact positively on the operational response and how ineffective response can cause loss of confidence and reputational damage
- Support the journey toward a comprehensive and integrated crisis communication plan addressing stakeholder needs
- Employ the communication wheel








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Communicators	Community	Incident Management Team
<i>All attendees</i>	Leaders of the Umatilla County LEPC (additions coming)	Assistant Chief Tony Pierotti, Pendleton Fire (additions coming)
Support provided by Workshop Speakers and Bob Jensen Chris Webb Lorraine Churchill	Saratoga Warhorse Foundation (additions coming)	Support of local IMT provided by Wayne O'Brien, Disaster Relief Australia Gary Smith, ASTI U.S.
 Platform technical support via ChemResponder		

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Policy Team Support				
City	County	State	Federal	
				
John Turner Mayor City of Pendleton	John Shafer Board Vice Chair Umatilla County Position 2	Paul Evans Oregon House District 20 Co-Chair, Subcommittee on Public Safety, Joint Committee On Ways and Means	Kathleen Cathey La Grande Field Representative U.S. Senate	Ron Wyden United States Senator Oregon

Register Now

(May 23 TBA

<https://www.surveymonkey.com/r/Managing-the-Message>
Activities to be announced- options offered on Registration)

May 24th 7:30 AM – 8:00 AM

Doors open for Check-in

8:00 AM – 5:00 PM

Welcome and Presentations

5:00 PM – 5:45 PM

Happy Canyon Meet Your Speakers- no-host session

6:00 PM ~ 7:30 PM

Event Dinner

May 25th 8:00 AM – 5:00 PM

Recap, Tabletop Introduction and Play, Debrief

A detailed agenda will be provided to registrants. The training is funded by the grant. Meals are not covered by the grant: [GSA](#)-compliant meal tickets available on-site at Check-in.

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