

November 13, 2019



Public Relations Association of Mississippi
CENTRAL CHAPTER



PRAM CENTRAL HOLDS 2019 CRISIS RESPONSE WORKSHOP

"What Every PR Expert Should Know & Do"

PRAM Central's November 13 Crisis Response Workshop, led by sought-after trainer Lauri-Ellen Smith, APR, focused on all-hazards communications preparedness. Attendees learned the basics of the Incident Command (IC) system, and spent the morning in a mock Joint Information Center (JIC) participating in real-life scenario table top exercises designed to teach crisis communications response skills and best practices.

