Acquire hands-on training to effectively deliver your message

2003 Practicum for

Strategic Communications in Government

Interactive Scenario-Based Training to Develop Communication Plans and Manage Crises

Arlington, VA • June 3–4, 2003



- **Develop a Communications Plan In Line with Strategic Objectives**
  Combine scenario-based training and best practices to develop an effective communications plan for your organization
- **Fulfill Program Objectives with Strategic Communications Plans**
  Study a step-by-step methodology for identifying program objectives and the audiences to target when creating your communication agenda
- **Effectively Manage Crisis Situations by Implementing Your Strategic Communications Plan**
  Develop internal and external communication strategies within your organization to respond to crisis situations
- **Break Through the Clutter to Deliver an Effective Message**
  Utilize scenario-based training and best practices to ensure that the correct message is delivered

Craft and Deliver Effective Communication Plans for Your Agency!

Who Should Attend?

All professionals who communicate messages for federal, state, and local government agencies, including:

- Public Affairs Directors
- Public Affairs Specialists
- Communications Directors
- Press Secretaries
- Public Information Officers
- Communication Professionals
- Human Resources Managers

Five Reasons to Attend

1. **Create a Performance-Based Strategic Communications Plan**
2. **Implement a Communications Plan to Better Manage Your Team**
3. **Identify and Communicate with Your Target Audience**
4. **Manage Crises in Your Organization**
5. **Draft a Strategic Crisis Communications Plan**

Dear Government Communicator,

Government agencies today are faced with increasing challenges to implement effective communication strategies. Given the changing climate of government and the heightened need for clear communications, agencies have begun to reassess their previous communications strategies, and you should play a pivotal role in working to refine the internal and external communications plan. It is essential that the message you craft ensures clear communication with the public and the media, as well as with your own employees.

When it comes to crisis communications, it is essential that your agency already has a strategic communications plan in place that can help diffuse a situation and deliver a clear, succinct message. Whether your crisis is internal or external, the communications plans you forge will help you manage the crisis as well. In order to successfully integrate your plan into action, The Performance Institute invites you attend the *2003 Practicum for Strategic Communications in Government*, being hosted June 3-4, 2003 in Arlington, Va. This practicum will feature scenario-based training to assist in the crafting of your own strategic communications plan

Scenario-Based Training and Methodology

This practicum will focus its attention around building communications strategy through methodologies and then applying those methodologies in scenario situations. Attendees will be divided into communications teams and tasked with developing communications plans for several non-crisis situations. Scenarios will address issues internal and external to your agency, and will require teams to develop customized strategies for addressing the situation.

Crisis Communications and Management

Just when you've got a handle on your communications plan and think you've got the situation under control – a crisis erupts. Day two of the practicum will have your team shift into crisis mode and adapt your original communications plan to solve the needs of this crisis. An expert facilitator will walk each team through the essentials of managing communications in a crisis situation, whether it internal or external. Learn how to effectively manage a potentially caustic situation.

The *2003 Practicum for Strategic Communications in Government* is a "can't miss" event for anyone with a communications role at a government agency or program. Utilize the methodology and strategies provided to construct your own strategic communications plan and to manage any crisis that comes your way. Space at this event is limited to benefit scenario teams, so reserve your spot today! Register by calling us at 703-894-0481 or visit us online at www.performanceweb.org. I look forward to seeing you in June!

Sincerely,



Jeffrey E. Bergin
Associate Director
The Performance Institute

scenarios

Scenario One: Public Awareness Campaign

Sudden Infant Death Syndrome (SIDS) is the abrupt and unexpected death of an apparently healthy infant, whose death remains unexplained after the performance of an adequate postmortem investigation that includes an autopsy, an investigation of the scene and circumstances of the death, and the exploration of the medical history of the infant and the family.

Through extensive research and study, there are many hypotheses as to the cause of SIDS. While medical professionals have not yet arrived at a consensus regarding its cause, research has shown that the percentage of children sleeping face-down who fall victim to SIDS is higher rate than the percentage of those sleeping face-up.



With thousands of children dying each year from SIDS, it is imperative that the latest research and medical instructions be made available to every parent.

Scenario: *Create a communications plan to convey the seriousness of SIDS and the steps a parent should take to ensure the safety of their child.*

Scenario Two: Industry Advisory Campaign



The drugs Dilaudid and Dolophine are two prescription medications prescribed to aid in the treatment of drug addiction, especially heroin. Both drugs have an addiction liability similar to that of morphine, but are much more potent. Despite being classified as prescription drugs, Dilaudid and Dolophine are widely abused on the street, giving them the name, "drug store heroin."

Abuse of prescription drugs happens for a variety of reasons, one being negligence of pharmacies to conduct sufficient checks of prescriptions or to even request them.

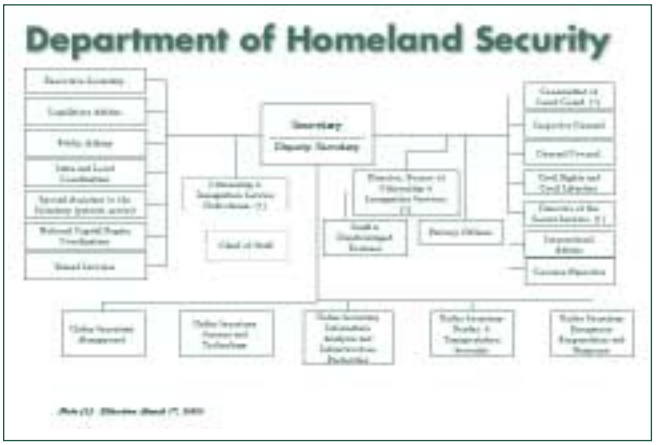
Scenario: *Create a communications plan to discuss the long-term affect of addictive analgesic narcotics, and the symptoms and side-affects associated with each. Aim the communications plan at the pharmaceutical industry to pressure compliance with FDA regulations.*

Scenario Three: Intergovernmental/Internal

The U.S. Department of Homeland Security officially began operations in March, blending 22 agencies into a single department and constituting the largest reorganization of the federal government since the Department of Defense.

The logistical difficulties behind this move are abundant, with data-merging and personnel issues dominating the dialogue. Keeping all the federal workers who are affected by the reorganization in the loop is a staggering task, but vital.

Scenario: *Create a communications plan that focuses on internal communications within the sprawling Department of Homeland Security to ensure a solid framework for logistical operations.*



2003 Practicum on Strategic Communications in Government

June 3-4, 2003 • Performance Institute • Arlington, VA

Day One: Developing Strategic Communication Plans

8:30 **Registration**

9:00 **Establishing Effective Communication Strategies in Your Organization**

Address the needs of government organization, learn how to develop and utilize strategic communications plans, to ensure that you are prepared to respond promptly and accurately to any situation. Overview of communication scenarios designed to serve as basis for communication plans.

10:00 **Identifying the Role of Communications in Achieving Agency Program Outcomes and Objectives**

Using a logic model methodology, develop a clear set of goals and objectives in order to develop an effective communications strategy. Identify effective performance measures and strategies that link resources to results and gauge the effectiveness of your communications plans.

10:45 ***Scenario Workshop:*** **Communications and Agency Objectives**

11:30 **Break**

11:45 **Defining, Segmenting Targeting and Knowing Your Target Audience**

Targeting your audience aids in the development of a more focused and effective message. Identify and define your audience, and deliver messages and information accurately.

12:30 ***Networking Luncheon and Scenario Workshop:*** **Target Your Audience**

1:15 **Determining Public Values and Stages of Public Judgments on Your Issues**

Focus on the effects of public perception on your agency's strategic communications strategy. Examine the issues of:

- Seven Stages of Coming to Public Judgment
- Perception v. judgment
- Effects of the gender gap



2:00 ***Scenario Workshop:*** **Determine Values and Judgment**

2:45 **Break**

3:00 **Balancing Your Message with Myers-Briggs Communications Styles and PIPES**

The Myers Briggs Model of Personality is based on four preferences:

- Where, primarily, is your audience's energy directed?
- How does your audience prefer to process information?
- How does your audience prefer to make decisions?
- How does your audience prefer to organize their life?

3:45 ***Scenario Workshop:*** **Application of Communications Styles**

4:30 **Adjourn**

Day Two: Turning Plans into Action: Developing Crisis Communications Plans

9:00 **Communication Strategies— Presentations from Scenarios**

Scenario teams present their communication strategies to the entire group outlining all steps necessary in creating effective plan. Feedback will explore:

- Strengths and weaknesses of each plan
- Analysis of plan
- The importance of effective communication strategies

11:00 **Break**

11:15 **Crisis Communications Overview**

When an emergency situation occurs, it is important that a communications plan and strategy are in place to help mitigate a disaster. To ensure success in addressing the issue, identification of the crisis is necessary in order to fully implement the communications plan. This session will examine:

- Turning a communications plan into crisis communications plan
- Assembling a communications team and spokesperson
- Managing an internal voice for your external message

12:15 ***Networking Luncheon:*** **Meet with Team and Discuss Scenarios**

1:00 ***Crisis Communications Workshop:*** **Develop Crisis Response to Scenarios**

3:30 **Presentation of Crisis Communication Strategies**

4:30 **Adjourn**

About the Facilitators:

Carl DeMaio

Widely recognized for his efforts on performance-based management in government, Carl DeMaio is a pre-eminent expert in performance measurement and results-based budgeting in government—demonstrating a thorough command for revolutionizing budgeting processes and structures through integration of "end outcomes" and strategic "intermediate outcome" performance measures.

Carl is a leading expert in the use of logic modeling methodologies in government performance measurement, having successfully working with numerous government agencies in applying the methodology to develop performance measurements. In addition to his performance management expertise, his advice and counsel has been sought by federal, state and local government leaders seeking to redesign the operations, reorient the workforce, and improve the performance of their government organizations.

Carl has extensive experience working with the U.S. Congress, having spent 6 years on Capitol Hill, most recently as Director of Planning at the Congressional Institute. While with the Congressional Institute, he oversaw strategic planning initiatives with the House Leadership, Committees, and Members. His efforts on the Hill focused on improving Congressional oversight over federal agencies as well as crafting and implementing key management reform initiatives. In addition to his oversight responsibilities, he also was responsible for leading the Institute's work on budget and appropriations issues.

Jon Hansen

Jon Hansen was thrust into the limelight as a result of the Oklahoma City bombing of the Murrah Federal Building, which was one of the large and complicated crisis communications terrorist incidents in the US. His duties there encompassed both tactical and media functions, but luckily he was no stranger to the public eye. During his 26-year tenure at the Oklahoma City Fire Department, he had served as the Public Affairs Officer and developed many unique programs which laid a strong foundation for working with the media, in addition to being the department's media contact for countless emergency situations.

Hansen has made numerous international media appearances, on the NBC *Nightly News*, *Nightline*, the *Today Show*, and many others on the bombing and again for the F5 tornado that struck Oklahoma. He also authored the book *Oklahoma Rescue* which made the *New York Times*' Best-Seller List.

It was because of the many years of functioning as a PIO that the International Fire Service Training Association (IFSTA) asked Hansen to be a member of their special committee to design and develop the first edition of its Public Information Officer training manual. Hansen has also been recognized as the (National) Public Information Officer of the Year by the National Press Photographers Association. He was also given an honorary life membership by the Oklahoma Broadcasters Association.

Terri Watkins

Terri Watkins is well-known for her sharp investigative skills developed during her 27-year career in broadcasting and to-the-point reporting with an ABC affiliate, brings the media's perspective to the conference. She has been a part of two Peabody Award-winning teams in the newsroom. Besides several Emmy nominations, she has received Houston and New York International Film Festival Awards, as well as an Edward R. Murrow Award for her work.

Watkins spent more than five years working on the Oklahoma City bombing case including reporting on CNN in 1995 and onsite coverage from Denver for the trials of both McVeigh and Nichols, as well as from Indiana on McVeigh's execution. Watkins covered the tragic F5 tornado that ripped through central Oklahoma. She also was part of the coverage of the deadly Postal Shooting in Edmond (the first of the mass fatality postal shootings), the Arelex Fireworks explosion in which 24 persons died, other mass shootings, serious fires, chemical leaks, HazMat spills, floods, and tornadoes.

Besides her work on the high-profile bombing case, Watkins has received national recognition for stories on local school buses including the dangers of state bridges and roads children travel on daily. Her stories on train and bus safety are now being used for national training. Twice, Terri has been a reporter on Nightline. She has also worked as a consultant to Peter Jennings Reports, ABC News specials.

Venue and Hotel Information:

The *2003 Practicum on Strategic Communications in Government* will be held at the Performance Institute in Arlington, Va., just one block east of the Courthouse Metro stop on the Orange Line. A public parking garage is located inside the building.

The Performance Institute
1515 N. Courthouse Road, Suite 600
Arlington, VA 22201
703-894-0481

A limited number of rooms have been reserved at the Quality Courthouse, located just two blocks from the Institute, at a discounted rate of $129 per night. Please contact the hotel directly at the number below to make reservations, and be sure to ask for the Performance Institute conference rate.

Quality Courthouse Hotel
1200 N Court House Rd
Arlington, VA 22201
703-524-4000

Tuition: The fee for the *2003 Practicum on Strategic Communications in Government* is $1095

Group Discount:
For information about group tuition discounts available, please contact Bret Johnson at 703-894-0481 or via e-mail at Johnson@performanceweb.org

Administrative Note: A 10% cancellation fee on registration will be charged for cancellations received less than three weeks from the date of the conference. As speakers are confirmed six months before the event, some speaker changes or topic changes may occur in the program. The Performance Institute is not responsible for speaker changes, but will work to ensure a comparable speaker is located to participate in the program.

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Registration Form for the *2003 Practicum for Strategic Communications in Government*
Call (703) 894-0481; Fax This Form To: (703) 894-0482;
or visit www.PerformanceWeb.org

☐ Yes! Register me for the practicum.
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