

Welcome to Crisis Communications Module One,

The Basics of Crisis Communications.

I'm Barbara Wichmann, Founder and CEO

of ARTÉMIA Communications,

a certified women owned business, or WBE.

For more than 25 years, our award winning agency

has helped countless national and international clients,

Fortune 100 and 500 companies, as well as startups,

reach and engage their audiences

through full-service communications

and marketing initiatives.

This crisis communications training is based

on my extensive experience in working

with major B2B and B2C media outlets

as well as planning effective communication

strategies, executive training events,

and advising C level teams.

The insights I will share during this course

apply to businesses of every size and industry.

As the pandemic of 2020 showed us,

crisis communications are relevant any time.

In this introductory course you will learn

the key elements of a crisis communications plan

and the effect that having, or not having one,

could have on your company.

While we cannot prevent all crises,

we can anticipate and prepare for them.

By having a crisis communications plan in place
before a crisis occurs you will be
better positioned to address it in a timely manner
and shape the story and the outcomes.

Throughout this course I will provide you
documents to help you create your own
customized crisis communications plan.

Let's get started.