

CenSARA Virtual Training
October 15, 2024
Public Relations and Risk Communication
Agenda

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| 8:30 | Introductions |
| 8:35 | Communication Fundamentals |
| 9:30 | BREAK |
| 9:35 | Risk Communication Primer |
| 10:30 | BREAK |
| 10:35 | Dealing with Uncertainty |
| 11:05 | Managing Outrage |
| NOON | LUNCH BREAK |
| 1:00 | Jeopardy! (Interactive Understanding Check) |
| 1:20 | Dealing with the Public |
| 2:10 | BREAK |
| 2:20 | Dealing with the Media |
| 3:15 | Exercises with Mock Interviews |
| 4:15 | Final Thoughts and Q&A |
| 4:30 | ADJOURN |