

### **July 7: When the S%#@ Hits the Fan: Communicating During a Crisis**

A crisis can happen at almost any time. Just ask almost every company that has had to scramble to figure out how to deal with and communicate about COVID-19 in recent months. The key to keeping serious damage to a company's reputation at bay during a crisis is good communication. In this session, **Paul Furiga, President and Chief Storyteller at WordWrite**, will walk us through the basics of crisis communication and then lead a hands-on discussion of some recent crises that could have been handled more effectively through better public relations.



**Guest Speaker: Paul Furiga**

Paul Furiga is CEO and chief storyteller of WordWrite. Two decades in journalism shaped Paul's storytelling skills. Another two decades in public relations further sharpened his storytelling commitment. His curiosity about the "why" behind every organization's story led him to found WordWrite. His book on the importance of storytelling, *Finding Your Capital S Story, Why Your Story Drives Your Brand*, is scheduled to publish in September.

Paul has been working in and around crises his entire career. While a vice president at Ketchum, he worked on global crises, including the Firestone-Ford crisis. WordWrite's crisis practice is a go-to counselor for organizations seeking to mitigate and prevent reputational damage. Paul's clients have included chemical companies, manufacturers, utilities, universities and pharmaceutical companies.