



CRISIS COMMUNICATION CERTIFICATE

Does your organization have a crisis communication plan in place? Crises happen all of the time and are seldom anticipated. DePaul University's Crisis Communication Certificate will provide you with the tools you need to act professionally, quickly and logically in an effort to assess possible critical situations. You will also learn how to effectively communicate emergencies and learn how to make the best possible decisions for everyone in your association. Upon successful completion of this four-week certificate program, you will understand how to enhance your written communications to address crisis communications, issues monitoring and other public relations tactics.

WHO SHOULD ATTEND

Some targets for this program include:

- Brand managers
- Nonprofit leaders
- Public relations specialists
- Emergency management directors
- Social and human service assistants
- Mental health and substance abuse social workers
- Healthcare social workers
- Small business owners
- Graduate students (Business, Communication and Operations)

HOW YOU WILL BENEFIT

Some of the advantages of earning a certificate on this topic include:

- Learning how and when to communicate about issues that will improve trust and confidence with stakeholders and employees.
- Improving communication effectiveness with methodologies, tools and techniques that can be applied immediately.
- Comprehending how to mitigate threats using risk communication and decision-making skills.

PROGRAM DETAILS

Lincoln Park Campus
October 5 - October 26, 2023
Thursdays, 6:00-9:00 p.m.

Cost: \$995

CONTACT INFORMATION

Janie Rollinson
(312) 326-5792
jrollin1@depaul.edu