



National Association of Government Communicators

'The Science of Communications'

Connecting Researchers & Practitioners

A Workshop for Risk & Crisis Communicators

Monday, February 23, 2009

Meydenbauer Convention Center in Bellevue, Washington

General Registration Form

<p>Program: Posted at www.nagconline.org.</p> <p>Registration Fee: \$274.00 \$224.00 – NAGC or IAEM members</p> <p>Program Includes: Handouts, breaks, and lunch.</p> <p>Workshop Location: Meydenbauer Convention Center 11100 NE 6th St. Bellevue, WA 98004 Tel: (425) 637-1020 Fax: (425) 637-0166 Web site: http://www.meydenbauer.com/</p> <p>2009 Homeland Security S&T Stakeholders Conference West: www.ndia.org/meetings/9690/</p> <p>Hotel Reservations: Please see lodging information at: www.ndia.org/meetings/9690/. A block of rooms has been reserved for conference attendees at each conference hotel in Bellevue. The government per diem rate is available ONLY to active duty military or civilian government employees. The group rate extends three days before and three days after the conference dates, subject to hotel availability at the time of your reservation.</p>	<p>Who should attend: Government communications officials, members of the media, first responders, scientists and other professionals with a role in risk or crisis communications.</p> <p>What actually happens in someone's mind when they have to evacuate a burning building, are told to shelter in place while authorities check out a suspicious package, or hear rumors of a dangerous chemical or biological agent release? What triggers the 'fight or flight' response? To whom do they listen in an emergency situation? How do they react in a true crisis?</p> <p>The U.S. Department of Homeland Security has sponsored studies at Universities, laboratories and industry to examine how people react to worrisome messages, news and in crisis situations.</p> <p>NAGC and DHS will hold a full-day workshop in conjunction with the 2009 Homeland Security S&T Stakeholders Conference West, to focus on the science behind people's reactions and how communicators can evaluate the effectiveness of what they say and how they say it in crisis situations, and how to reach people who may be in panic mode.</p> <p>See www.nagconline.org for a complete program and more information. Contact Michelle at 703-538-1787 x1786 or Savoie@nagconline.org. Fax form to 703-241-5603.</p>
<p>Times: 8:00 a.m. Registration begins</p> <p>9:00 a.m. Program begins</p> <p>4:30 p.m. Program Concludes</p> <p>Select your registration: <input type="checkbox"/> Payment enclosed <input type="checkbox"/> Please invoice me</p>	<p>Name:</p> <p>Nickname for Badge:</p> <p>Title:</p> <p>Organization:</p> <p>Address:</p> <p>City/St/Zip:</p> <p>Phone: _____ Fax: _____</p> <p>Email:</p> <p>Payment <input type="checkbox"/> Check (payable to NAGC – U.S. funds only) Method: <input type="checkbox"/> Purchase order <input type="checkbox"/> American Express <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard</p>
<p>Amount enclosed (or to be invoiced)</p> <p>\$ _____</p>	<p>Name on card:</p> <p>Card number:</p> <p>Exp. Date: _____ Signature: _____</p> <p>Security Code (Located on Front or Back of Card):</p> <p>Credit Card Billing Address:</p>



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presents:

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Connecting Researchers & Practitioners
A Workshop for Risk & Crisis Communicators

Monday, February 23, 2009, 9:00-4:30 p.m.

Meydenbauer Convention Center
Bellevue, Washington

Comment [jsv1]: Times are flexible.
Open to suggestions.

What actually happens in someone's mind when they have to evacuate a burning building, are told to shelter in place while authorities check out a suspicious package, or hear rumor of a dangerous chemical or biological agent release? What triggers the 'fight or flight' response? Whom do they listen to in an emergency situation? How do they react in a true crisis? This workshop will bring researchers and practitioners together to discuss the science behind how people react to communications in high risk and crisis situations.

The **National Association of Government Communicators**, with technical support from the **U.S. Department of Homeland Security's Science & Technology Directorate** DHS, is offering a full-day workshop, held in conjunction with the Homeland Security S&T Stakeholders Conference, to focus on the science behind people's reactions to worrisome messages and news reports of crises. We will discuss how communicators can evaluate the effectiveness of what they say and how they say it in crisis situations, and how to reach people who may be in panic mode.

Agenda:

- Presentations from researchers & panel discussion
- Communications practitioners panel discussion
- Case studies
- Risk communications demonstration exercise
- Crisis communications group exercise
- Discussion of next steps – What research is still needed? How do researchers & practitioners work together

Key panelists:

- **Dennis Mileti**, PhD, Professor Emeritus and Research Scientist at the University of Colorado at Boulder and former Director, Natural Hazards Center, Institute of Behavioral Science
- **Mike Dunaway**, Program Manager, Community Preparedness & Resilience, Human Factors Division, Science & Technology Directorate, U.S. Department of Homeland Security
- **And more!**

Register at www.nagconline.org