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EDUCATIONAL FOUNDATION, INC. NJLM

CRISIS COMMUNICATIONS - TECHNIQUES FOR COMMUNICATING WITH CONSTITUENTS, THE MEDIA, AND SERVICE PROVIDERS

MARCH 22, 2013
8:30AM – 12:00PM

MAR 1 2013

The Conference Center at Mercer County College
1200 Old Trenton Rd., West Windsor, NJ 08550

Registration Form Attached or at <http://www.njlmef.org/events/032213-crisis.html>

CEU's: CMFO/CCFO-4.0 OFF MGMT/ANC; CPWM-4.0MGMT; RMC-4.0 PROF DEVEL

Whether the crisis is a natural disaster, security emergency, a leadership vacuum, or any loss that impacts an entire community, understanding the basic approach to crisis communication will help you limit damage. Learn who you should communicate with; what methods of communication work best; what techniques are appropriate or inappropriate; what to do when communication technology fails; who should deliver messages to various stakeholders – and more.

Understanding how proper communication affects recovery from many forms of crisis is important at many levels. This Educational Foundation Event provides information for anyone tasked with communicating during a crisis – whether at a department head level, public figure, or crisis manager.

Moderator: Paul Maticera, Educational Foundation Trustee; Partner, MBI Gluck Shaw; Past President, League of Municipalities; Former Mayor, North Brunswick

Presenters:

Michael Turner, President, Burton Trent Public Affairs, LLC
“An Overview and Framework for Crisis Communication”

Lt. Thomas Scardino, Assistant Bureau Chief, Emergency Preparedness Bureau Emergency Management Section; Homeland Security Branch, NJ State Police
“Basics of Intergovernmental Crisis Communication”

Joe Ryan, Public Information Officer, Bayonne
Debbi Winogracki, Public Information Officer, Toms River Township
“Basics of Crisis Communication with the Public – from press to social media”

****IN CASE OF INCLEMENT WEATHER OR CANCELLATION:** We will announce emergency seminar cancellations via recorded announcement on our Weather Hotline: **609-695-3481 ext. 200** and post announcements on our website www.njlmef.org or www.njslom.org after 6:00am on the morning of the meeting.

NJLM Educational Foundation, Inc.

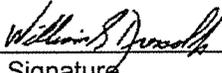
REGISTRATION, INVOICE & VOUCHER CERTIFICATION FORM
“Crisis Communications-Techniques for Communicating With Constituents, the Media, and Service Providers”

Date: March 22, 2013
 8:30 AM – 12:00 PM
 The Conference Center at Mercer
 1200 Old Trenton Road, West Windsor, NJ 08550

REGISTRATION FEE: \$40.00 per registrant

Returning a copy of this completed form insures you a reservation at the above seminar. Just send us this form with or without a check. No need to send us your voucher for a separate signature because this form has been approved by the Local Finance Board and meets the requirements for certification of performance of service. HOWEVER, A PURCHASE ORDER NUMBER IS REQUIRED TO PROCESS THIS REGISTRATION FORM.

Cancellation Policy: Cancellations will be accepted until 4:00 p.m., (3) business days prior to an event. Cancellations must be in writing. You may substitute attendees, if necessary. After the cancellation deadline, there are no refunds.

VENDOR			
<u>CLAIMANT'S CERTIFICATION AND DECLARATION</u>			
I do solemnly declare and certify under the penalties of the Law that the bill/invoice statement is correct in all its particulars; that the materials have been furnished or services rendered as stated herein; that no bonus has been given or received by any person or persons within the knowledge of this claimant in connection with above claim; that the amount therein stated is justly due and owing; and that the amount charged is a reasonable one.			
<u>1/01/13</u>	<u>2904148</u>		<u>Executive Director</u>
Date	Federal I.D. #	Signature	Official Position
CERTIFICATION BY RECEIVING AGENCY		CERTIFICATION BY APPROVAL OFFICIAL	
I, having knowledge of the facts, certify and declare that the materials have been received or the services rendered and are in compliance with the specifications or other requirements, and said certification is based on signed delivery slips or other reasonable procedures, or verifiable information.		I certify and declare that this bill/invoice statement is correct, and that sufficient funds are available to satisfy this claim. The payment shall be chargeable to: <u>If PO is REQUIRED, THEN THE PO# MUST BE NOTED!</u>	
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Title _____		Amount(s): \$ _____	
Date _____		Signature _____	
		Date _____	
		Title (CFO, Finance Director) _____	

SEMINAR REGISTRATION (Please fill in all of the below information)

	Name of Seminar Registrant	Title	E-Mail Address	Municipal Phone #
1)				
2)				
3)				
4)				

Contact Person: _____

Municipality: _____

Address: _____ City: _____ St: _____ Zip: _____

PLEASE NOTIFY US IF YOU
 DESIRE ANY SPECIAL
 COMMUNICATION
 EQUIPMENT OR SERVICES

MAKE CHECKS PAYABLE TO:
 NJLM Educational Foundation Phone: (609) 695-3481 xtn 111
 222 West State Street - Trenton, NJ 08608 Fax: (609) 695-0151

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