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Agenda

Registration and Breakfast

7:30 a.m. to 8:15 a.m.

Program

8:15 a.m. to 3:00 p.m.

Location

Seyfarth Shaw LLP
1545 Peachtree Street, N.E.
Suite 700
Atlanta GA 30309

Registration

Register online at
www.seyfarth.com/events.
Please contact Audra Mitchell at
amitchell@seyfarth.com or at
404-885-7996 if you have questions or
need additional information. Seating
is very limited. Please register early.

“When Bad Things Happen To Good Institutions”

Crisis Management, Crisis Communication, and Risk Management on Campus

An Interactive Seminar For Senior Management of Educational Institutions

November 9, 2006

Discussion Topics

- Structuring effective crisis committees or crisis management teams.
- Establishing clear response protocols.
- Assessing potential risks and identifying strategies to reduce them.
- Preparing for any crisis and why training is critical.
- Creating concise messages to communicate with key constituencies during and after a crisis.

Who Should Attend

Senior officials from the offices of the President, Deans, General Counsel as well as top members from your risk management, public relations and communication departments.