



CNAR 2021 CONFERENCE WORKSHOP

EXPLAIN THIS! A WORKSHOP ON REPUTATIONAL CRISIS RESPONSES & COMMUNICATIONS

OCTOBER 5TH, 12:00 P.M.-3:00 P.M. ET

Reputational disasters for regulators can arise without warning. A Board or staff member can say something that is completely contrary to the mission and values of the organization. A committee may make an indefensible decision. A horrible skeleton can emerge from the closet of a representative of the regulator embarrassing the organization. A Board or staff member may make a damaging criticism of the organization. When such an emergency arises, the regulator must immediately identify the issues and risks, determine who should do what, and communicate a message demonstrating that the organization remains able to serve and protect the public interest with credibility.

Using a workshop format (including poll questions and breakout room discussions) attendees will work through how to analyze and respond to six scenarios and will create the outline of the communications plan for each predicament. Four communication experts will share their proposed message with the group for comparison and learning.

The faculty includes the following communications experts:

- Angie Brennand, Director, Policy & Communications, College of Massage Therapists of Ontario
- Alison Amratlal, Director, Communications and Johanna Ward, Communications Specialist, British Columbia College of Nurses & Midwives
- Susan Prins, Director, Communications and Public Affairs, and Doug Cheng, Communications Manager, College of Physicians and Surgeons of British Columbia
- Greg Loveday, Director, Corporate Services, and Ange Kress, Senior Manager, Communications and Engagement, College and Association of Registered Nurses of Alberta

The workshop will be facilitated by the team from Steinecke Maciura LeBlanc: Rebecca Durcan; Erica Richler; Natasha Danson; Richard Steinecke; Anastasia-Maria Hountalas; and Maya Pearlston; along with Darrel Pink, Interim CEO and Registrar at The College of Patent Agents and Trademark Agents.