



for Innovation
and Entrepreneurship

Crisis Communications: Surviving and Thriving In Difficult Times

**Seminar: Tuesday, September 22, 2009
7:30 a.m. - 10 a.m.**

Crises come in all shapes and sizes. From a disastrous fire, to an accountant who doesn't follow the rules, a crisis can shake a company to its foundation -- and unless you're prepared, result in irreparable harm.

This program reveals specific strategies and tactics proven to work. You'll learn through case studies and real world examples from today's news how to avoid mistakes companies make when tough situations put them in the spotlight.

Participants will learn to:

- **Create a crisis plan before it's needed**
- **Preserve their reputations during bad times**
- **Avoid losing customers and build loyalty that pays off**
- **Make employees a valuable part of your company's recovery from a crisis**
- **Create post-crisis strategies to regain goodwill**

Each participant will take away concrete things he or she can apply right away.

Your presenter is award-winning entrepreneur and crisis communications expert, Andrea Obston, president of Andrea Obston Marketing Communications, LLC. The company's subsidiary, Andrea Obston Crisis Management (www.crisismasters.com), helps clients receive fair and accurate treatment and return to business as quickly as possible. For more than 25 years the firm has helped clients manage difficult situations such as: criminal actions against a CEO, union actions, lay-offs, plant closings, adverse court decisions, upcoming legal actions, media assaults on key executives, and product failures. Andrea Obston Marketing Communications firm is regularly retained by Connecticut-based businesses to enhance their marketing efforts. For the past four years, the firm has been named as one of the state's best public relations firms for attorneys by the Connecticut Law Tribune.

This Roundtable is for you if you are a:

- Business owner
- Marketing executive
- Attorney or
- Senior Executive responsible for business growth or development

When: Tuesday, September 22, 2009

Time: 7:30 a.m. Sign-In & Networking (light refreshments)
8:00 a.m. Roundtable Starts
10:00 a.m. Event Concludes

Where: Post University Campus, 800 Country Club Road, Waterbury, CT

Cost: \$35.00

Presented By: Post University Institute for Innovation & Entrepreneurship

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