



V.K. Fields & Co. Public Relations - Training Emergency Preparedness & Crisis Communications Packages

Today our nation faces a broad range of threats and hazards—both man-made and naturally occurring—that we never encountered in the past. From the Avian flu pandemic (bird flu), to natural disasters, to worldwide terrorist attacks, the time has arisen to devise options to manage these types of situations and the impact they may have on your organization.

Is your business prepared to respond to a disaster?

In an effort to better educate, inform and train people for such events, V.K. Fields & Company public relations agency has developed a new division as part of its Crisis Communications Services. We now offer Emergency Preparedness Plan Development which provides customized training for your organization to include preparation, response, recovery, business continuity, and communications training in the event of an emergency or crisis. **Our team will develop a customized plan for you that includes: Crisis Management Guidelines, Communications Matrix, Business Continuity Plan, and a Media Relations Guide.** Our Crisis Communication/Emergency Preparedness and PR training will enhance your ability to choose, develop and manage your Emergency Planning team in advance.

Additionally, for our corporate clients, we offer the following packages and services:

- ❖ Public Relations Packages (CEO/Management Bios, Corporate Fact Sheet, Executive Press Release and Speech, CEO Headshot, Media Distribution Database)
- ❖ Crisis Management (Press Conferences, Media Talking Points, Crisis Communications, Image Consulting, Reputation Management, Strategic Planning)
- ❖ Media Relations (Media Coaching, Video Training, Mock Interviews, Media Pitches)
- ❖ Identity Packages (Logos, Stationery, Marketing Communications, Websites)
- ❖ Corporate Copywriting (Annual Reports, Brochures, Direct Mail/Sales Letters, Speeches)

For additional information, or to schedule a Crisis Communications training session, please contact our office at (919) 829-5951 or via the Web at www.vkfields.com.

Package 1 - Crisis Communications: \$1,500

- 1-hour seminar: "When Disaster Strikes"
- 1-hour workshop: "Crisis Communications"
 - Customized Communications Planning Session
 - Communications Matrix
 - Avian (Bird) or Swine Flu Overview
- PowerPoint Presentation (up to 25 copies)
 - 25 Reference CDs for Crisis Management
- Media Relations Guide (up to 25 copies)
- Business Continuity Template (up to 25 copies)
- *Customized Emergency Communications Plan Groups up to 25
- Time Commitment: 2.5 hours

Package 2 - Emergency Preparedness: \$2,500

- 1-hour seminar: "When Disaster Strikes"
- 2-hour workshop: "Crisis Communications"
 - Customized Communications Planning Session
 - Communications Matrix
 - Avian/Swine Flu Presentation & Plan Development
- PowerPoint Presentation (up to 25 copies)
 - 25 Reference CDs for Crisis Management
- Media Relations Guide (up to 25 copies)
- *Customized Business Continuity Plan
- *Customized Emergency Communications Plan
- *Customized Avian (Bird)/Swine Flu Response Plan Groups up to 25
- Time Commitment: 4 hours

Package 3 - Multimedia Crisis Planning: \$3,500

- 1-hour seminar: "When Disaster Strikes"
- 2-hour workshop: "Crisis Communications"
 - Customized Communications Planning Session
 - Communications Matrix
 - Avian/Swine Flu Presentation & Plan Development
- PowerPoint Presentation (up to 15 copies)
 - 15 Reference CDs for Crisis Management
- Media Relations Guide (up to 15 copies)
- *Customized Business Continuity Plan
- *Customized Emergency Communications Plan
- *Customized Avian/Swine Flu Response Plan
- On-Camera Media Coaching/Training Session
- Mock Emergency/Crisis Communications Drills Groups up to 15
- Time Commitment: 6 hours (9-12 pm and 1-4 pm)