

Protecting Your Brand

A deep dive into crisis communications

A product liability claim. A workplace safety incident. A public statement taken out of context. Reputational threats can surface without warning, and the organizations that respond with clarity and confidence are the ones that preserve stakeholder trust. Those that don't often spend months recovering from damage that better preparation could have minimized. This session delivers a practical, in-depth examination of crisis communications as a core organizational competency, not an afterthought. Drawing on AOE's extensive experience in crisis communications, public relations, and association management, presenters walk attendees through a proven framework for identifying vulnerabilities, building response protocols and communicating effectively with members, clients, staff, the public and media under pressure.

Attendees will leave with actionable tools to develop or strengthen their own crisis communications infrastructure, including message development strategies, stakeholder notification sequencing, and guidance for navigating fast-moving scrutiny across traditional and digital channels. This session is designed for association executives, firm leaders, communications managers and anyone responsible for protecting their organization's reputation when it matters most.

LEARNING OBJECTIVES:

- Identify the most common crisis communication vulnerabilities facing AEC organizations and assess your current level of preparedness.
- Build a scalable crisis communications framework that includes response protocols, designated roles, and pre-approved messaging structures.
- Apply strategies for communicating with multiple stakeholder groups, including members, clients, staff and media, with consistency and transparency.
- Recognize the role of digital and social media channels in a crisis response and develop tactics to manage your organization's narrative in real time.



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PRESENTATION**

