

EMERGENCY SERVICES

IF REGISTERING MORE THAN ONE PARTICIPANT, PLEASE DUPLICATE THIS FORM. FOR MORE INFORMATION CALL 757-621-9610 OR EMAIL AT ESTA911@HOTMAIL.COM

NAME _____
(LAST, FIRST, MIDDLE)

STREET ADDRESS: _____
CITY: _____
STATE: _____ ZIP CODE: _____
DAYTIME PHONE: _____
POSITION/TITLE: _____
ORGANIZATION: _____
FAX: _____
EMAIL: _____

HOW TO REGISTER

By phone: (757) 621-9610
By fax: (757) 432-8217

FEE: \$525

Make check payable to: ESTA
(EMERGENCY SERVICES TRAINING ASSOCIATES)

By mail: (Send registration form w/check to:

ESTA
5132 BLACKWATER ROAD
VIRGINIA BEACH, VA. 23457

Fax registration as soon as possible to guarantee your seat. This course is limited in size.

ESTA
5132 Blackwater Road
Virginia Beach, Va. 23457

EMERGENCY SERVICES Media Relations Seminar



March 11-14, 2008
Virginia Beach Resort
Hotel
Virginia Beach,
Virginia
Sponsored by ESTA

ESTA
Emergency Services Training
Associates



EMERGENCY SERVICES MEDIA RELATIONS SEMINAR

Tuesday-Thursday

8:30-5:00 p.m

Friday 8:30-1:00 p.m.

March 11-14, 2008

**Virginia Beach Resort Hotel
and Conference Center
2800 Shore Drive
Virginia Beach, VA.**

**Are you confident of your
media and public relations
skills during crisis situations?**

A critical part of responding to crisis situations is working with the media and the public. However, few emergency services personnel and others are trained in working with the media and other public relation professionals during a crisis.

**Who should attend this
program?**

This intensive, four-day seminar has been developed especially for senior leaders, pio's and others with media and public relations responsibilities in law enforcement, fire, medical, health, schools and other emergency

services, hospitals, government and private organizations with crisis communication needs. *This course is especially designed to train you how to work and partner with those in other fields during a crisis.*

Training Includes:

This program uses lectures, small group practice sessions, role playing exercises and interaction with the media in actual situations to give you practical skills in media and public relations. You will learn how to:

- Manage media and public aspects of crisis situations to support your objectives
- Cope more effectively with stress and conflicts in the public limelight
- Develop strategies for dealing with media demands and anticipate problems that are likely to arise
- Give formal and informal interviews that meet your needs
- Includes on camera interviews and radio interviews
- Field exercise for a JIC
- Market your agency to gain public support and trust
- Build trust with the media

Instructors

The instructors are practicing emergency services professionals with extensive experience in media and public relations including Hurricane Katrina and the Virginia Tech shootings.

Certificate

Emergency Services Training Associates will award a Certificate in Emergency Services Media Relations upon completion of the course.

Fee

Five-Hundred and Twenty-Five Dollars (\$525.00), which includes tuition, workshop manual, study materials and beverages. Fee will go up to (\$575.00) after February 17th for late registration.

Food and Lodging

Food and lodging are the responsibility of the participant. For those outside the Hampton Roads area, a block of rooms at a discounted rate of \$79.00 plus tax has been reserved at the Virginia Beach Resort Hotel and Conference Center in Virginia Beach. Rooms are limited. For reservations call 1-800-468-2722 before February 17, 2008 in order to be guaranteed the discount rate. www.virginiabeachresort.com