Dear [supervisor’s name],

In a time marked by fake news and social media backlashes, our organization faces more reputational threats than ever before.

We need a comprehensive plan to assess potential risks, respond to crises thoughtfully, and protect our brand for the long term.

Ragan’s **Crisis Communications Conference** can help us develop just such a plan.

By attending, I’ll get in-depth training on how to:

* Reach both internal and external stakeholders effectively during crises
* Identify the most pressing risks facing us and plan for multiple scenarios
* Respond to social and political issues with sensitivity and tact
* Work across departments to establish consistent crisis messaging
* Add language and protocols about cybersecurity to our crisis communications plan
* Prepare spokespeople to deliver key messages with confidence
* Respond quickly and thoughtfully to questions from journalists

This is a chance for us to learn from experienced crisis communicators at Nebraska Medicine, Ben & Jerrys, the Centers for Disease Control and Prevention, the City of Des Moines and more.

I also believe the three pre-conference workshops will prove invaluable. They’ll teach us how to take a 360-degree approach to crisis planning, use our communications to create positive change, and prepare ourselves for cyberattacks.

In today’s heated media landscape, any organization could end up in the hot seat. By attending this conference, I’ll get the strategies and tactics we need to protect our reputation and bottom line.

Thank you,

[Your name]