



Presents: **Crisis Communications: What You Don't Know Can Hurt You**
Steve Ciccone, Director & VP, Public Affairs, Eastman Kodak Company

Date: Wednesday, August 10, 2005

Time: 7:30 – 9 a.m. breakfast meeting

Place: Colonial Dining Room, Kodak's Theater on the Ridge,
200 Ridge Road West, Rochester, N.Y.
Park in Kodak's Primrose Street Visitor Lot
(See map under events at www.prsarochester.org)

Crises happen.

Whether it's on behalf of your client, your company or your not-for-profit organization, most PR practitioners have faced or one day will face a crisis. Most of us have prepared contingency plans for that day.

But we all face that gnawing feeling that maybe there is something more we could do to prepare, or something more we could know before we face the "big one."

Steve Ciccone has lived through a few of these big ones. He will even tell you that sometimes out of crisis comes opportunity.

At our August 10 meeting, Steve will share some tips on preparing for a crisis—and some specifics on what to do and, just as importantly, what NOT to do when one hits.

Even if you think you've heard it all when it comes to this subject, we promise you'll pick up some fresh perspectives.

We're confident you'll also be entertained in the process—in a lively, engaging session that will give you a renewed passion for the importance of being a crisis communications expert.

Cost: PRSA and PRSSA Members: **\$12**; Non-members: **\$17**

Menu: Breakfast Buffet

Members may call (585) 249-9232 to register. **Non-members** and **PRSSA students** must register and pay in advance by mailing the registration form below with payment (to arrive by **Friday, August 5**) to: *PRSA Rochester Chapter, c/o Karen McCready, 85 Stuyvesant Rd., Pittsford, NY 14534. You may also fax the charge information to: (585) 249-0073; or e-mail officeast@aol.com*

PRSA/Rochester program reservation form for August 10, 2005

Name _____ Guest(s) _____

Company _____ Phone _____

Check amount: \$ _____ (Make checks payable to PRSA/Rochester Chapter; list attendee names on check)

Please circle type of charge: **VISA MC DISC AMEX** Expiration date: _____

Name on credit card: _____ Credit Card #: _____

Three-Digit Security Code (four for AmEx) on Card (reverse side): _____

FOR CANCELLATIONS: Please notify Karen McCready, PRSA Rochester Chapter administrator at (585) 249-9232 by 9 a.m. August 9 or you will be charged the program fee, as will any "no shows" or "no pay" attendees. You may send a substitute without notification to take your place if you are unable to attend. Due to event arrangements, everyone in attendance, whether they eat breakfast or not, is expected to pay the full program fee. We will ask that anyone who calls and plans to pay by check please provide a charge card number as a hold.