

**CPRS Calgary**



Jan 12, 2010 10:00 ET

**Canadian Public Relations Society (CPRS): A Behind-The-Scenes Look at Critical Issues Management at the 2010 Vancouver Olympic Games**

CALGARY, ALBERTA--(Marketwire - Jan. 12, 2010) -

Editors' Note: There is an image associated with this release.

Every four years the world is captivated by the largest two-week international sporting event in history, and each Olympic host country raises the bar just a little bit in bringing to the Olympic Games that host country's message of unity that sporting brings. The magic of the [Olympics](#) is not without years of planning and preparation. One of the more important behind the scenes roles is in the risk management planning and preparation for an international event of this magnitude.

On the eve of the Olympics the Calgary chapter of the Canadian [Public Relations](#) Society (CPRS) is hosting a breakfast with [John Larsen](#), acting as the military's Senior Liaison Officer to the Government Operations Centre - Government Partners Public Affairs Group (GPPAG) for the 2010 Olympics. In this role, John works with a team that advises and provides real-time counsel to Government and Olympic officials on potential critical issues facing the Games.

There are many links to corporate communications' emergency response teams in the way this Olympic team of highly skilled [issues management](#) professionals are organizing themselves to tackle [risk and crisis communication](#) issues potentially affecting the Games.

CPRS Calgary invites you to come attend this presentation. All interested guests are welcome. Save your seat today and [register online!](#)

When: Tuesday, January 19, 2010

Time: 7:30 a.m. - Registration and breakfast  
8:00 - 9:00 a.m. - Session and Q&A

Where: TransCanada Tower, 450 1st Street SW  
Room 217 (on the +15 level next to Sunterra)

Pricing: Members: \$35  
Non-Members \$50  
Students \$20  
Student non-members \$25

**About CPRS Calgary:**

The Canadian Public Relations Society (CPRS) is a uniquely Canadian association of public relations professionals. CPRS Calgary, formed in 1958, is the local member society representing some of the brightest and most talented [communications](#) professionals in the city.