

Corpen Group



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Corpen Group Holds Conference to Explore the Role of Social Media in Crisis Communications

CALGARY, ALBERTA--(Marketwire - April 12, 2011) - What happens when a company misuses social media or is not there when an issue turns into an online crisis? The damage to an organization's reputation when a crisis unfolds and companies aren't prepared to respond on social media is huge. In the heat of a crisis, social network communities have the ability to shape public perception of the organization.

On May 10, 2011, Corpen Group will host a conference on Social Media and [Crisis Communications](#) (#SMACC) sponsored by Sysomos at Five Downtown Calgary Suites. The conference will explore both how social media can help and harm companies during crises, and will provide strategies on how to properly use social media to understand and respond to critical situations.

"What we're finding today is that many business leaders and communicators understand the value of being involved with social media, but it's a whole other challenge for them to act on it, especially in times of crisis." says [John Larsen](#), Principal of Corpen Group, a top Calgary critical communications firm that has worked with Fortune 500 companies across the world to prepare for and respond to crises. "More and more, corporate communicators are realizing the importance of online crisis preparedness, and looking for guidance in taking that next step."

Participants at the conference can expect to learn:

- Minimum social media requirements / preparedness
- How journalists use social media to gather information about a story
- How to deal with incidents that begin or 'pop up' online
- Establishing online credibility / selecting the right online spokesperson
- The phases of a crisis / how social media shapes the narrative of each phase
- The stages of social media engagement / what stage works best for your organization

Corpen Group's Social Media and Crisis Communications Conference will equip any communicator with the strategies and tactics to effectively introduce social media into their organization's [crisis communications plan](#). For more information on the event, visit www.corpengroup.com/our-thinking/smacc-conference/. Media interested in attending the event or arranging for photos or interviews can direct their requests to the details below.

Social Media and Crisis Communications Conference (#SMCCC)

DATE: Tuesday, May 10, 2011
7:45 a.m. – 4:00 p.m.

LOCATION: 5 Calgary Downtown Suites
618, 5th Avenue SW
Calgary, Alberta
T2P 0M7

About Corpen Group

Corpen Group is a top critical communications firm that specializes in crisis communications, issues management and critical media relations management as well as [social media crisis communications](#). Having written crisis communications approaches for industry, organizations and governments around the world, Corpen Group builds workable plans, provides realistic training and has a proven background of real-time response.

About the speakers

John Larsen - Principal, Corpen Group

John works internationally in the areas of crisis & risk communications, issues& reputation management, media management and media training. Prior to launching Corpen Group, John was Manager of Executive Communications and Issues Management for the City of Calgary. Before that he was an Associate Vice-President with an international public affairs and government relations consulting agency. He has also held senior communications positions with various orders of government and in the corporate sector.

www.corpengroup.com

[@LarsenYYC](#)

Doug Lacombe - President, Communicatto

Doug Lacombe is a 20 year media and web publishing veteran with considerable experience in digital and social media. Doug has senior level management experience in the newspaper, software, wireless, and newswire industries. In 1995 Doug was one of the first people to put a daily newspaper on the web in Canada at the Saskatoon StarPhoenix.

www.communicatto.com

[@dblacombe](#)

Greg Vanier - Senior Consultant, Corpen Group

Greg has a diverse communications background including strategic communication planning, crisis communications and media relations. Greg brings innovation to Corpen Group's crisis communications service offering, and has developed crisis communications plans and communication strategies for local, national and transnational clientele.

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[@GregVanier](#)

For more information, please contact

Corpen Group
Leanne Laverick
Account Coordinator
403.398.5440 or Cell: 403.993.1327
@CorpenGroup

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