

AH&LA Webinar Simplifies Crisis Planning and Communication Strategy

2008-09-08

Curbing Crisis Through Effective Communication Webinar on Wednesday, September 24

In today's world of continuous hurricane advisories, Code Orange security levels, and floods, tornadoes, and earthquakes erupting nationwide, the American Hotel & Lodging Association (AH&LA) is encouraging members to consider the best time to plan for a disaster - when not in the middle of one. To assist members in developing a comprehensive emergency preparedness and crisis communication plan, AH&LA is hosting an interactive Webinar, Curbing Crisis Through Effective Communication, on Wednesday, September 24, 1:00 - 2:00 p.m.

AH&LA has assembled a team of safety, security, and public relations professionals to provide insight and direction on crisis management, loss prevention, and internal and external communication strategies. Presenters include:

Caryn Kboudi (moderator), vice president, corporate communications, Omni Hotels

James Cunningham, corporate director of loss prevention and safety, Interstate Hotels & Resorts

Janice Maragakis, vice president, corporate communications, Accor North America

Patrick McCrummen, vice president of communications, American Red Cross

Curbing Crisis Through Effective Communication is \$99 for AH&LA members, \$199 for nonmembers, and registration must be completed by Sunday, September 21. For more Webinar details and online registration, please visit the [AH&LA Website](#), or email Bevin Padden at bpadden@ahla.com.

This Webinar is coordinated by the AH&LA Communications Committee, and supports the Department of Homeland Security emphasis on September as National Preparedness Month. The session is also part of AH&LA's comprehensive emergency planning initiative, which include an Emergency Planning & Preparedness Webpage and Recommended Action Plans and press statements for members.

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