

Town Clerks

From: AMO Education <events@amo.on.ca>
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To: Town Clerks
Subject: [EXTERNAL] Managing Communications Through Crisis Workshop

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Managing Communications through Crisis

Municipally elected officials are always at the front lines of their community. And during crisis, even more so.

Crisis can come in many shapes and sizes: fire, flood and the unforeseen, and they can happen at any time. Knowing how and when to respond is critical.

AMO has partnered with [The Loomex Group](#) on an interactive, two-day course focusing on teaching participants to manage all aspects of crisis communications during an emergency. This training provides attendees with techniques to effectively and proactively communicate with community and media. Participants will learn how to be comfortable with managing local, national, digital and social media to get messages heard.

This workshop includes analyzing and learning from current events including developing, mastering and delivering your own messages.

Here are some of the things offered through this important, practical workshop:

- Engage in strategic communications with the media and public with confidence
- Knowledge of how to use social and traditional media to monitor and respond to public inquiries
- Understand the importance of communications during an emergency
- Learn how to prepare spokespeople for media inquiries and interviews
- Learn how to organize press conferences
- Demonstrate how to prepare organized and concise communications during a crisis.

For a full description of this workshop, click [here](#).

Limited to 20 participants

Date: October 8-9, 2025 (This is a two day workshop running from 11:00am - 3:00pm)

- \$500 +HST(Individual registration only. For group rates, contact events@amo.on.ca)
- \$75 +HST cancellation fee

Register Here

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