



# MELISSA AGNES

Author, speaker, and leading authority on crisis preparedness, reputation management, and brand protection

Author of *Crisis Ready: Building an Invincible Brand in an Uncertain World*, Melissa Agnes is a leading authority on crisis preparedness, reputation management, and brand protection. Melissa is a sought-after, international crisis management keynote speaker and delivers powerful talks that help today's organizations understand the realities that loom when crisis strikes.

Her customized presentations provide tools and strategies that create a proactive, crisis-ready corporate culture. As President and Co-Founder of Agnes + Day Inc., Melissa has helped dozens of global brands and government agencies prevent and manage a wide range of issues before they become catastrophic.



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## Build an Invincible Brand

Bad things happen to good companies. And issues come in all sort of sizes.

The potential risks in modern-day business are greater, more dynamic, and less predictable than ever before. And yet, the greatest exposure does not lie within these risks. Rather, it lies in having a team that is not prepared to anticipate, foresee, or respond to a rising threat, and its impact on your reputation, revenue, and relationships in real-time.

If a negative situation were to strike your organization, how confident do you feel that your entire team would know precisely what to do? Would they know how to immediately and effectively manage the situation in a way that results in increased stakeholder trust and loyalty?

In this program, Melissa Agnes, provides an applicable road map for helping to build an invincible brand through effective communication, issue management, and crisis readiness, resulting in increased organizational trust, credibility, and goodwill.

- Prepare for what you need to expect, deal with, and overcome when things go wrong
- Learn ways to exceed stakeholder expectations when it matters most
- Discover techniques to empower your team to make smart decisions that are focused on stakeholder experience and relationship strengthening
- Identify the difference between an issue and a crisis, and respond appropriately in real-time
- Discover the roadmap to brand invincibility

"The value of Melissa's content was directly geared to our unique environment, and she kept audiences engaged and entertained while helping them learn valuable skills to take back. Anyone who wants to make sure their organization is INVINCIBLE needs to have her present."

~CHRISTIAN KUHN, VICE PRESIDENT  
ALL SUITES BRANDS, HILTON

**For booking information:**  
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