



MELISSA AGNES

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

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Melissa Agnes helps organizations protect the brands and reputations they've worked so hard to build. As a keynote speaker, author, and advisor, her programs teach effective communication, issue management, reputation management, and crisis readiness.

When bad things happen to good companies, Melissa's clients know how to react and respond – resulting in increased trust, credibility, and goodwill for their companies.

Melissa's customers include a variety of industries such as financial, technology, healthcare, hospitality, government agencies, cities, and municipalities, and more. She has traveled the world speaking to audiences such as NATO, Ministries of Foreign Affairs, Ministries of Foreign Defense, as well as a wide range of private and public companies. She has had the honor of sharing the stage with members of the Ukraine government and the International Committee of the Red Cross.

A go-to source for the press, Melissa's recent press coverage includes *Forbes*, *The Wall Street Journal*, and *USA Today*.



MICHELLE JOYCE

— SPEAKERS —

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

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Choosing Your Lens: Transforming Issues into Opportunities

Issue management is a part of every business -- whether it's a customer complaint, an operational mishap, or worse. The lens through which your team chooses to see a negative event directly impacts the actions they take in response to that event, which also directly impacts the result that that event will have on your brand.

Furthermore, when a negative event strikes your organization, your team has one of two options available to them: Respond ineffectively and chip away at the brand's trust and credibility over time, or respond effectively and make strong deposits into your brand's bank of stakeholder goodwill.

What is the lens through which your team currently views less-than-ideal situations? How is it impacting your brand's reputation over time? How does the culture of your business dictate, empower, and reward the mindset of driving those actions? Can you amplify these efforts in a way that continuously strengthens the trust and credibility associated with your brand?

As a crisis management advisor, Melissa helped to successfully manage several, real-world viral issues. This program will examine those issues and:

- Discuss the powerful advantages of effective, daily issue management in support of the brand's longstanding reputation
- Help participants clearly define the difference between an "issue" and a "crisis", in order to establish effective strategies for real-time response
- Demonstrate techniques for auditing the organization's current mindset to identify unique ways to empower and reward the right lens in every situation
- Provide best practices for effectively responding to viral issues in real-time, in a way that increases trust and credibility for the brand

How can you empower your team to transform every issue into an opportunity to build trust, credibility, and goodwill in the organization? This seminar will give your participants answers and implementable strategies to ensure the right lens is always chosen – inspiring the right actions to transform any business issue into a powerful brand opportunity.

"Melissa was well prepared, great on her feet, thoughtfully challenging, superbly engaging and displayed a depth of knowledge that gave her high credibility. Additionally, she made the session stimulating and fun. Her thought-provoking presentation style spurred exceptional dialogue between the participants"

~JEFF MARTIN, DIRECTOR PUBLIC AFFAIRS
THE DOW CHEMICAL COMPANY

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