

CRISIS COMMUNICATIONS SUMMIT

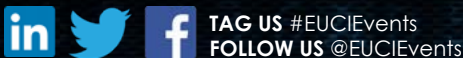
*Advanced Strategy-Building for Natural Disasters,
Cyber/Data Security & Reputation Management*

December 3-4, 2018
Millennium Knickerbocker Hotel
Chicago, IL

POST-CONFERENCE WORKSHOP

**Proper Litigation Practices for
Utility Crisis: Insurance, Legal
Claims, and Cyber Breaches**

TUESDAY DECEMBER 4, 2018



EUCI is authorized by IACET
to offer 0.9 CEUs for the
conference and 0.4 CEUs
for the workshop

OVERVIEW

The evolution of IoT is ushering in a new era of exciting advancement and serious challenges to the energy sector. With the elevated number of customers, companies, and stakeholders signing themselves onto the smart grid, utilities face an equally growing amount of responsibility...and risk. According to a publication by PwC, about 1.5 million cyber-attacks occur each year, averaging out to about 4,000 every single day. With just one security breach, power could be shut down to millions, communications could get lost, or sensitive customer information compromised. Utility companies must have a plan ready ahead of time to meet these crises both during and after they occur.

Join us at the Crisis Communications Symposium as we offer solutions to the largest crisis problems facing the energy sector today. With topics such as reputation management, social media, crisis prevention, public/private sector relations, and litigation practice, this conference will provide a comprehensive pocketbook of resources for utility leaders to stay prepared. Recognizing that the best time to handle a crisis is before it has happened, this conference will teach you how to set up the right plan, with the right people, and the right response for a successful utility strategy. Take a seat at the table and hear from our comprehensive index of speakers featuring interactive case-studies, media simulations, and collaborative panels from the nation's leading IOU's, consultants, lawyers, and government agencies.

LEARNING OUTCOMES

- Develop a toolkit for effective crisis preparation
- Identify the best practices in post-incident, media relations—social media, press releases, standby statements, dark sites...
- Maintain a reliable strategy for reputation management in the critical 48-hours after a crisis
- Review the interplay between the federal and state governments after a cyberbreach or crisis has occurred
- Identify the expectations of the government for the targeted utility
- Describe the process of an air-tight litigation system for company protection after a crisis
- Assess the future of IoT and security
- Employ a successful model for internal crisis communication

WHO SHOULD ATTEND

- Company spokespersons
- Cyber security strategists
- VPs of
 - o Corporate communications
 - o Public affairs
- Managers/Directors of
 - o Corporate communications
 - o Media relations
 - o Social media
 - o Public relations
 - o External communication
 - o Internal communication
- PR consultants
- Reputation management

AGENDA

MONDAY, DECEMBER 3, 2018

8:30 – 9:00 am

Registration and Continental Breakfast

9:00 – 10:15 am

The Future of Crisis: How Incidents Can Make the Industry Stronger

This presentation will begin by asking the question of how we define a crisis and the different types of crisis that exist in the world today. By creating a structure for the problem, we will clarify its importance and the right strategy for raising its awareness. This session will work through the following agenda

- Why is crisis so relevant to power and utility companies?
 - o Public safety/regulation
 - o Vulnerability to weather and natural disasters in addition to standard business crises
 - o Vulnerability to cyber-attacks: Infrastructure attacks that could have serious, non-financial impacts
- The Crisis Lifecycle: Practical guidance for navigating any phase of the crisis lifecycle
 1. Prepare
 - a. Assess your current crisis readiness
 - b. Define your desire maturity level and build a roadmap to achieve it
 - c. Develop your crisis plan, train on it, and make sure it doesn't sit in a drawer
 - d. Practice (table tops and crisis simulations)
 2. Respond
 - a. Know the facts
 - b. Bringing it all together (legal, comms, operations)
 3. Emerge Stronger
 - a. Looking around the corner
 - b. Beyond remediation

Kristin Rivera, Global Forensic Leader, PwC

10:15 – 10:30 am

Morning Break

10:30 am – 12:00 pm

Creating a Prepared Strategy for Incident Response

With crisis, particularly for the energy field, the best time to respond to an emergency is before it has happened. As the threat of cyber hacking and natural disasters escalate, the need for effective, efficient strategy has never been more important. This panel will include industry leaders who will provide their recommendations and real-world experience on how to approach the idea of 'crisis' from whatever your regional context may be. In this discussion we will cover the following topics:

- Importance of prepared materials (dark sites, standby statements, formatted press releases)
- How to create a versatile strategy plan for any crisis
- Effectively evaluating the expectations for your company after an incident has occurred
- Identify potential problems in your company's plan and find solutions

Kristin Rivera, Global Forensic Leader, PwC

Jeff Brooks, Spokesperson, Duke Energy

Richard Ward, Director of National Security Policy, EEI

Mike Anderson, General Manager of Enterprise Security, APS

12:00 – 1:00 pm

Group Luncheon

AGENDA

MONDAY, DECEMBER 3, 2018 (CONTINUED)

1:00 pm – 2:15 pm

Crisis Communication and Managing the Message

How to respond immediately and effectively in a crisis is likely to attract attention on social media and/or traditional media, with a focus on responding to data breaches.

You will learn how to determine you should shift to crisis mode and then how to respond to key stakeholders – your residents, families, business partners, elected officials, etc. – who are going to want answers.

The emphasis is on pragmatic, practical tips and advice that you can arm yourself with for a variety of potential scenarios to survive the initial stages of the crisis and eventually emerge with your reputation intact or even enhanced.

- Media relations tips and techniques
 - o How to establish and maintain “control of the message”
 - o How to prepare for a media interview or public speaking engagement about the crisis
 - o How the digital era has spawned the new technique of “iterative reporting” – and what it means to you
 - o Why stories so often have a victim, a villain and a vindicator – and how to own the vindicator role
 - o How to make your side of the story a key part of the story
- How to use social media to your advantage:
 - o Evaluating social media threats and determining your response
 - o Leveraging your social media outlets and other tools to reach key stakeholders – the people who care most about you and your organization
 - o Learning from examples of effective social response amid crises
 - o Specific action steps to take to win on social media
- How to prepare before the crisis:
 - o The key elements of an effective crisis communications plan

Thomas Fladung, VP, Hennes Communications

2:15 – 2:30 pm

Afternoon Break

2:30 – 3:45 pm

A Landscape of Modern Utility Crisis

A case study in three of Duke Energy’s most challenging crises and an analysis of what was learned.

We will cover some of the strategies Duke utilizes to stay ready for crisis and effectively communicate, both internally and externally, after an incident. It is vital to a successful incident response to have an action plan ready. Nearly 80-85% of responses to crises were pre-prepared.

In this session, you can expect to learn the best practices for mitigating the impact of an incident and creating a philosophy of response to each difference case.

- Hurricane Irma- promised something resolved in 3 days but ended up being 3 months
 - o How to retool your response
- Coal-ash project
 - o Work with EPA, wildlife, two states (Virginia and North Carolina)
 - o Same agencies that are helping you may have different interests later
 - Building relationships
 - o Building collapsed at a plant you were demolishing
 - Company you were working with ended with a fatality
 - You encounter third parties who do not want to cooperate
 - o Navigating communication between utility and local law enforcement

Jeff Brooks, Media Spokesperson, Duke Energy



AGENDA

MONDAY, DECEMBER 3, 2018 (CONTINUED)

3:45 – 5:00 pm

Panel on Reputation Management Strategy

The first 48 hours after a crisis occurs is some of the most important time for the integrity and trust of a company. The goal of this panel will be to provide a platform of different insights into how to create the best media and operational response. This will be a discussion on what to do, what to say, and perhaps more importantly, what not to. The panel will include the following topics:

- How to engage with media directly after a catastrophe
- How to effectively communicate the issue with stakeholders through various mediums (social media, company website, on-camera interviews)
- Appropriately explain the problem to a board or internal executives
- How to mitigate the issue most directly - both internally and externally
- Anticipate third parties and work with them

Moderator: John Egan, President, Egan Energy Communications

Panelists:

Melissa McHenry, Director of External Communications, AEP

Thomas Fladung, VP, Hennes Communication

Dan Beans, Director, Redding Electric Utility

TUESDAY DECEMBER 4, 2018

8:00 – 8:30 am

Continental Breakfast

8:30 – 9:00 am

Putting Out Fires in California

Less than 72 hours after ignition several miles to the West, the Carr Fire blew into Redding California jumping rivers, knocking over transmission towers, and hurtling vehicles; Redding's municipal electric utility faced unprecedented challenges since their beginning almost 100 years ago. This is their story of survival in the midst of total chaos, their heroic power-restoration efforts as the fire raged, and the start of a long rebuilding and recovery process.

- State government
- Third party consultants
- Stakeholders

Dan Beans, Director, Redding Electric Utility

John Egan, President, Egan Energy Communications



9:00 – 10:15 am

Cybersecurity and Data Breach Threat to the Energy Field: An Overview

Representatives from the Federal Bureau of Investigation and US Attorney's Office will discuss current cybersecurity threat trends impacting the energy industry. Using examples from recent investigations and indictments, the presenters will outline the threat environment and discuss practical suggestions for working with law enforcement.

Special Agent Joel Robertz, Cyber Outreach Coordinator, FBI Chicago

Rajnath Laud, Assistant U.S. Attorney, DOJ

AGENDA

TUESDAY DECEMBER 4, 2018 (CONTINUED)

10:15 am – 10:30 am Morning Break

10:30 am – 12:00 pm Federal Panel: How Agencies Differ and their Role and Expectations in the Event of a Crisis
One of the key components to the subject of crisis communication is the relationship between the federal government and the IOU community. As the energy sector continues to combat the problems of tomorrow, the need for a productive collaboration between the government and utilities is critical. The following topics will be covered:

- How do the different government agencies differ?
- What are their different expectations for the affected utility?
- What procedures will they do and why after a crisis
- What are the different agency perspectives on cybersecurity from the government

Paul Tiao, Partner, Hunton Andrews Kurth
SA Joel Robertz, Cyber Outreach Coordinator, FBI Chicago
Rajnath Laud, Assistant U.S. Attorney, DOJ
Paul Preusse, Division Director of Disaster Operations, FEMA

12:00 pm Conference Adjourns

POST-CONFERENCE WORKSHOP

Proper Litigation Practices for Utility Crisis: *Insurance, Legal Claims, and Cyber Breaches*

TUESDAY DECEMBER 4, 2018

1:00 – 1:30 pm Workshop Registration

1:30 – 5:00 pm Workshop Timing

OVERVIEW/AGENDA

Power outages, service disruptions, ransomware, denial of service attacks, destructive malware, theft of sensitive operational and business information, and breaches of employee or customer personal information are a growing concern to electric utility companies. Companies are developing plans and procedures for responding effectively to cyber incidents and managing back-end legal exposure. This seminar will provide tips and recommendations on how best to respond to a cyber incident when one occurs, including:

- Cyber incident response – Tips and recommendations
- Directing a privileged internal forensic investigation
- Liaising with law enforcement and federal and state regulatory agencies
- Analyzing breach notification requirements
- Managing notifications to affected individuals, state and federal regulators and consumer reporting agencies
- Establishing relationships with credit bureaus
- Managing public relations and training call center agents
- Handling regulatory investigations and enforcement actions
- Managing legislative inquiries
- Assisting with investor relations
- Preparing for litigations and advising on information retention obligations
- Handling resulting lawsuits (including class actions) and other legal actions brought by regulators, customers, business partners and other parties in federal or state court, before regulatory agencies, or in alternative dispute resolution proceedings

We will also discuss preparedness measures that companies should take beforehand to reduce the risk of an incident taking place or mitigating the consequences of an incident, including:

- Systematically identifying and cataloging sensitive data, networks
- Updating cybersecurity governance, policies, and procedures
- Strengthening vendor management program
- Working with information technology vendors to deploy hardware and software tools that strengthen information security
- Improving access to cyber threat data via info sharing programs
- Strengthening insider threat program
- Reducing financial exposure through insurance and the SAFETY act
- Ensuring frequent cybersecurity training and awareness
- Updating incident response plan and notification toolkit
- Conducting tabletop exercises

WORKSHOP INSTRUCTORS

Kevin Jones, Partner, Hunton Andrews Kurth

Paul Tiao, Partner, Hunton Andrews Kurth

SPEAKERS



Mike Anderson

General Manager of Security, Arizona Public Service (APS)

Anderson currently oversees the physical security, Enterprise Security, and cybersecurity teams at APS as well as all matters of Information Security and Compliance. Prior to his work there, Anderson retired from his 22 years of service in the Federal Bureau of Investigation where he acted as the Special Agent in Charge of the FBI's Chicago Field Office, one of the Bureau's largest in the US. Prior to taking lead in the Chicago Field Office, Anderson Served in a similar capacity for three years in the New Orleans Field Office. Previously, he served in senior level roles in different divisions including Intelligence, White Collar Crime, Human Resources, and Criminal Investigations.

Anderson brings senior level operational and administrative leadership experience, and has a strong, broad-based skill set including physical and cybersecurity, investigations, counterterrorism, intelligence, and budgets & forecasting. Prior to joining the FBI, he worked in Phoenix as an Auditor for KPMG, then attained his law degree, and served as a corporate attorney for Doubletree Hotels Corporation



Dan Beans

Electric Utility Director, City of Redding

Dan Beans is the Electric Utility Director for the City of Redding. Previously he served as Assistant Utility Director responsible for the Utility Operations Division (Line Operations, Engineering, and Power Plant). Prior to that time, he served as an Electrical Engineer, Engineering Manager, and Assistant Director over Resource Planning.

Dan is a licensed Professional Electrical Engineer with the State of California and was previously registered in Oregon. Dan came to the Redding Electric Department over 13 years ago after spending over 12 years in the private sector where he performed electrical engineering for NASA, the City of Portland, and numerous other public and private organizations through a consulting engineering firm.

Dan holds a bachelor's degree in Engineering Physics from Point Loma Nazarene University and a Master's Degree in Public Administration with an emphasis in Public Finance from National University.



Jeff Brooks

Media Spokesperson and Communications Manager, Duke Energy's Grid Improvement Initiative

Jeff is a seasoned public relations and crisis communication expert with more than 15 years in the utility industry. He has served as a media spokesperson and crisis communicator for Duke Energy for more than a decade and has conducted more than 4,000 media interviews in his career. During his time with Duke Energy, Jeff has served as a strategist and spokesperson in the areas of storm and nuclear emergency response, cyber and grid security, coal ash and environmental compliance, generation fleet retirements and modernization, rates and regulatory activities, and financial communications. A storm trooper at heart, Jeff regularly serves as a media spokesperson for extreme weather events, most recently deploying with crews during hurricanes Irma and Matthew, as well as dozens of winter and severe storms. He currently manages communications for the company's six-state grid improvement initiative. Jeff is a Wolfpacker from N.C. State University and lives in Raleigh, N.C. with his wife and two children.

SPEAKERS



John Egan
President, Egan Energy Communications

John Egan is president of Egan Energy Communications which provides writing and other communications services to utilities to help them turn their stakeholders into advocates. Prior to founding EEC in 2009, John was a research director for the E Source Utility Communicators Service. Earlier in his career, he was media relations supervisor at Salt River Project, a large public power electric utility located in Phoenix, as well as a senior marketing intelligence analyst at SRP. Before SRP, John was an editor and reporter at The Energy Daily, a leading energy news organization based in Washington, D.C.

John received his MBA from the W.P. Carey School of Business at Arizona State University and his B.A. in Political Science from the University of Chicago.



Thomas J. Fladung
Vice President, Hennes Communication

Thom Fladung serves as managing partner for Hennes Communications. He brings more than 33 years of daily newspaper and digital media experience to the agency, having served as a top editor at some of the nation's largest newspapers such as the Cleveland Plain Dealer and the Detroit Free Press. Over the past decade, Fladung has also played a lead role in evolving newsrooms into the digital age. His work at the Plain Dealer was instrumental in the newspaper's migration to digital platforms, including web, social media and handheld digital devices.

Fladung has overseen newsrooms of more than 300 journalists and has directed dozens of award-winning investigations, breaking-news stories, human interest stories and features. Highlights include helping direct six journalists reporting from the Iraq war after the invasion in 2003 for the Detroit Free Press; leading coverage during the Northeast blackout of 2003 in Detroit, and getting the newspaper out with no power; and overseeing coverage of the Minneapolis bridge collapse of 2007 while serving as editor of the St. Paul Pioneer Press.

Most recently, Fladung served as managing editor of The Plain Dealer in Cleveland starting in February 2011, overseeing the day-to-day operations of the newsroom. Prior to that, he was editor of the St. Paul Pioneer Press, managing editor of the Detroit Free Press and managing editor of the Akron Beacon Journal. He has also held a variety of editing and reporting positions at those and other newspapers and has reported on business, politics, state government, crime and courts and sports.



Kevin Jones
Partner, Hunton Andrews Kurth

Kevin Jones is a partner at Hunton Andrews Kurth, resident in the firm's Richmond office. His practice focuses on regulatory, finance and market design matters for domestic and foreign electric sector clients. He often works with clients in the electric sector, and has served as counsel to system operators, project sponsors and government entities on the design and operation of wholesale electricity markets, the development of energy infrastructure, and related commercial relationships and transactions. Kevin advises clients on matters related to physical and cyber security, including risk management, regulatory compliance, emergency response and stakeholder relations. He also represents ISOs and RTOs in federal and state regulatory proceedings, including matters before the Federal Energy Regulatory Commission (FERC) and other federal and state agencies.

SPEAKERS



Rajnath Laud
Assistant U.S. Attorney, Department of Justice

Raj Laud has been an Assistant U.S. Attorney in the Northern District of Illinois since 2010, and is currently Deputy Chief of the National Security and Cybercrimes Section. Prior to that, he clerked for Judge Joel Flaum of the United States Court of Appeals for the Seventh Circuit. He is a graduate of Yale Law School and the University of Wisconsin – Madison. All views expressed are his own, not those of the U.S. Attorney's Office or Department of Justice.



Melissa McHenry
Director of External Communications, American Electric Power

Melissa McHenry is director, External Communications, for American Electric Power (AEP), based in Columbus, Ohio, with responsibility for development and execution of AEP's external communications strategy including corporate media relations, federal and Ohio public policy communications, executive communications, crisis management, social media engagement and the company's external web sites. Previously, McHenry was senior manager, Media Relations and Policy Communications at AEP with responsibility for corporate media relations and federal public policy communications. McHenry also led internal and external communications for AEP's Kentucky Power utility subsidiary as State Corporate Communications Manager.

Before joining AEP, McHenry worked as Communications Officer for the Attorney General of West Virginia and as a public relations and marketing coordinator at a hospital in Ashland, Kentucky.

McHenry has a Bachelor of Arts in Journalism from Marshall University in Huntington, W.Va., where she was a Yeager Scholar. She is accredited in Public Relations by the Public Relations Society of America. McHenry serves on the Governing Board and Development Committee of the Children's Hunger Alliance and is a member of WOSU Public Media Board. She is a graduate of Leadership Columbus, Leadership Kentucky, Leadership East Kentucky and Leadership Tri-State. She also completed the ELI Leadership Development Lab and the AEP/Ohio State Strategic Leadership program.



Paul Preusse
Division Director of Disaster Operations, FEMA

Paul A. Preusse is the Response Operations Division Director for Region V of the Federal Emergency Management Agency (FEMA) in Chicago. Encompassing the states of Illinois, Indiana, Michigan, Minnesota, Ohio and Wisconsin, he is responsible for coordinating the federal government's response to natural and man-made disasters. Since joining FEMA in 2007, Preusse has directed numerous Regional Response Coordination Center activations, including the presidentially declared Midwest floods of 2008 where five of the region's six states were impacted simultaneously at historic levels, and the record flooding along the Red River of the North in 2009 and 2010. Prior to taking this assignment, Preusse served with the U.S. Coast Guard. His tours of duty spanned 30 years of various operational and managerial postings including more than three years at The White House serving in both the Bush and Clinton Administrations. Nearly one third of his military career was spent in command positions where he oversaw Coast Guard law enforcement, search and rescue, environmental protection, disaster relief and homeland security missions. Receiving his Bachelor of Science degree in Management and Economics from the U.S. Coast Guard Academy in 1978, Preusse spent his initial years afloat serving in the Coast Guard's largest domestic icebreaker MACKINAW. He later attended the University of Tennessee, earning his Masters of Science degree in Communications. Additionally, he is a graduate of the University of Michigan's Executive Program in Human Resources.

SPEAKERS



Kristin Rivera
Global Forensics Leader, PwC

Kristin is global leader of PwC's Forensics practice comprised of 3,500 professionals operating in more than 70 countries worldwide. She helps companies to prepare for, respond to and emerge stronger from events they didn't plan for including economic crime, fraud and misconduct. Kristin has helped hundreds of companies through crisis and leverages this experience to bring clarity and structure to the most volatile situations. In calm waters, she helps clients assess, mitigate and manage compliance and fraud risk. In crisis, she works with corporate gatekeepers to design and implement governance strategies aimed at minimizing the impact on their business.



Joel Robertz
Director of Cyber Outreach Initiatives, FBI

SA Robertz joined the FBI in 1996. Initially assigned to the FBI's Chicago Field Office, he spent eleven years as a case agent working a broad range of counterintelligence investigations. He subsequently supervised squads in the counterintelligence, counterterrorism, and human intelligence programs in Chicago before serving as a unit chief in the Counterespionage Section at FBI Headquarters. His last supervisory assignment included oversight of joint cyber/counterintelligence investigations. He is currently responsible for coordinating operational counterintelligence and cyber outreach initiatives for FBI Chicago.



Paul Tiao
Partner, Hunton Andrews Kurth

Paul Tiao is a partner at Hunton Andrews Kurth and founder and co-chair of the firm's Energy Sector Security Team. Paul has in-depth knowledge of cybersecurity risk management, investigations, litigation, regulations and policy. He is outside cybersecurity counsel to numerous energy companies, and advises clients on preparedness and incident response. Paul has handled the response to all types of cyber attacks against companies in the energy and other sectors. In addition, he is an expert on the SAFETY Act and as counsel to a major energy company, he secured the country's first ever SAFETY Act certification for a company's enterprise-wide cybersecurity risk management program. Prior to joining Hunton, Paul served as Senior Counselor for Cybersecurity and Technology to the Director of the FBI Robert S. Mueller, and Judiciary Committee Counsel to U.S. Senate Assistant Majority Leader Dick Durbin. He is a former Assistant U.S. Attorney in the District of Maryland and Trial Attorney at the U.S. Department of Justice. He was an appointed member of the Virginia Cyber Security Commission during its existence, and is currently an appointed member of the Maryland Cybersecurity Council.

SPEAKERS



Richard Ward
Director of National Security Policy, EEI

Richard Ward is Director of National Security Policy at the Edison Electric Institute (EEI), where he focuses on cyber and physical security issues, infrastructure protection, preparedness, and incident response, for the electric power industry. In this role, Rich is also responsible for engaging external stakeholders, including state and federal policymakers, media, think tanks, and academia on security issues. In addition to his role at EEI, Rich also serves as a member of the Secretariat for the Electricity Subsector Coordinating Council, which is coordinating efforts to address national-level threats to critical infrastructure, and is a member of the U.S. Chamber of Commerce's National Security Task Force and Cybersecurity Leadership Council.

Prior to joining EEI, Rich served as communications advisor and speechwriter to Senate Majority Leader Mitch McConnell (R-KY) and as Senior Press Advance Representative at the White House for President George W. Bush.

Rich received a Bachelor's Degree from Yale University and a Master's Degree in Government and Political Communications from Johns Hopkins University. He also received continuing education in cybersecurity from Harvard Kennedy School's Executive Education Program. Rich lives in Alexandria, VA with his wife and daughter.

INSTRUCTIONAL METHODS

Case studies and expert Q&A will be used at this event.

REQUIREMENTS FOR SUCCESSFUL COMPLETION

Participants must sign in/out each day and be in attendance for the entirety of the conference for continuing education credit.

IACET CREDITS



EUCI has been accredited as an Authorized Provider by the International Association for Continuing Education and Training (IACET). In obtaining this accreditation, EUCI has demonstrated that it complies with the ANSI/IACET Standard which is recognized internationally as a standard of good practice. As a result of their Authorized Provider status, EUCI is authorized to offer IACET CEUs for its programs that qualify under the ANSI/IACET Standard.

EUCI is authorized by IACET to offer 0.9 CEUs for the conference and 0.4 CEUs for the workshop.

REGISTER 3, SEND THE 4TH FREE

Any organization wishing to send multiple attendees to this event may send 1 FREE for every 3 delegates registered. Please note that all registrations must be made at the same time to qualify.

EVENT LOCATION

The event is located at The Millennium Knickerbocker, 163 E. Walton, Chicago, IL 60611. A room block has been reserved for the nights of December 2-3, 2018. Room rates are US \$95. Call **1-800-621-8140** for reservations. Mention the EUCI event to get the group rate. The cutoff date to receive the group rate is October 3, 2018 but as there are a limited number of rooms available at this rate, the room block may close sooner. ***Please make your reservations early.***



Please make checks payable to "PMA"

EVENT LOCATION

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PLEASE REGISTER

CRISIS COMMUNICATIONS SUMMIT AND POST-CONFERENCE WORKSHOP
DECEMBER 3-4, 2018: US \$1795
Early bird on or before November 16, 2018: US \$1595

CRISIS COMMUNICATIONS SUMMIT ONLY
DECEMBER 3-4, 2018: US \$1395
Early bird on or before November 16, 2018: US \$1195

POST-CONFERENCE WORKSHOP ONLY
TUESDAY, DECEMBER 4, 2018: US \$595
Early bird on or before November 16, 2018: US \$495

I'M SORRY I CANNOT ATTEND, BUT PLEASE EMAIL ME A LINK TO THE CONFERENCE PROCEEDINGS FOR US \$395

How did you hear about this event? (direct e-mail, colleague, speaker(s), etc.)

Print Name

Job Title

Company

What name do you prefer on your name badge?

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City

State/Province

Zip/Postal Code

Country

Phone

Email

List any dietary or accessibility needs here

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Billing City

Billing State

Exp. Date

Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx)

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OR Enclosed is a check for \$ _____ to cover _____ registrations.

Substitutions & Cancellations

Your registration may be transferred to a member of your organization up to 24 hours in advance of the event. Cancellations must be received on or before November 2, 2018 in order to be refunded and will be subject to a US \$195.00 processing fee per registrant. No refunds will be made after this date. Cancellations received after this date will create a credit of the tuition (less processing fee) good toward any other EUCI event. This credit will be good for six months from the cancellation date. In the event of non-attendance, all registration fees will be forfeited. In case of course cancellation, EUCI's liability is limited to refund of the event registration fee only. For more information regarding administrative policies, such as complaints and refunds, please contact our offices at (201) 871-0474.