

Crisis Communication in a Climate of Chaos, Part 2

Lay the Groundwork, Avoid the Aftermath

Free Virtual Executive Roundtable

On Demand Video

“Never let a good crisis go to waste.” – Winston Churchill



OVERVIEW

If these past few years have driven home any lessons to professional communicators, (pandemic, social justice, war, inflation, etc.) it's imperative to be prepared, particularly in the digital world. Professional communicators must cover

all bases: news coverage, social media activity – and search results. Join our panel of experts as they share the lessons of crisis management and how the playbook has changed. You'll hear from in-house and agency experts. They'll discuss what to do beforehand and how to use your peacetime wisely by building a digital fortress.

FIRESIDE CHAT



Fraser Engerman

Senior Director, External Relations, Walgreens

Fraser Engerman serves as senior director of External Relations for Walgreens leading crisis and issues management for America's most loved pharmacy, health and beauty company with nearly 9,000 retail locations across America, including Puerto Rico and the U.S. Virgin Islands. Prior to Walgreens, Fraser led global media relations for Johnson Controls. Before that, Fraser served in various communications roles for over a decade at State Farm Insurance Companies including managing corporate media relations for the insurer. Fraser spent the first part of his career as a television journalist and anchor.

Laurence Moskowitz



Chief Executive Officer, Lightbox Search

Laurence Moskowitz, Co-Founder and Chief Executive Officer of Lightbox Search, was named one of the 10 most influential public relations executives of the 20th Century by PR Week magazine. Regarded as an expert in crisis communications, issues management and strategic corporate communications, Larry founded Lumentus, a New York-based agency, in 2009 after recognizing that technology and client service needs were changing how public relations, marketing and advertising firms must operate. In 2018, Larry saw a need his technology could solve and created Lightbox Search.

A communications pioneer, Larry has leveraged emerging technologies throughout his career to provide business and professional communicators with more powerful and effective means of reaching their audiences. Prior to Lumentus, Larry founded Medialink, then the world's largest provider of video-based media communications services to Fortune 500 companies.

As Chairman and CEO of Medialink, Larry forged strategic alliances with the Associated Press and Nielsen to create the first professional distribution network linking corporations and other organizations with television broadcasters nationwide. Medialink, which he took public, won hundreds of public relations industry awards, and was successfully merged into a successor company in 2009. Larry had previously founded a forerunner to PR Newswire and started his career as a

reporter and editor.

Larry was honored with the Ernst & Young Entrepreneur of the Year Award for communications in 1999.

Larry holds a Bachelor of Arts degree in Journalism from Pennsylvania State University, where he was Kappa Tau Alpha in communications. He has lectured on public relations and online media at New York University, the BBC in London and Denmark Television in Copenhagen, NewsXchange in Barcelona and numerous professional groups around the world.

HOST



Jesse Jacobs

Chief Technology Officer, **Lightbox Search**

Jesse Jacobs serves as Chief Technology Officer of Lightbox Search where he drives product development. Jesse works closely with both the technical team and clients to ensure Lightbox meets evolving objectives.

During his decade with Lumentus, he has led cross-platform content creation as a creative strategist with expertise in search engine optimization (SEO), digital reputation management and brand building.

Jesse is passionate about technology and design and holds a dual Bachelor of Arts degree in Media Arts and Entertainment and Strategic Communications from Elon University.

GUESTS



Dave Fleet

Global Head of Digital Crisis, Edelman

Dave has been advising senior clients on reputation management and digital communications for almost two decades. As Head of Global Digital Crisis, Dave is responsible for ensuring the seamless integration of digital, data and intelligence in Edelman's global crisis offering.

Since joining Edelman in 2010, Dave has played senior roles on clients across a wide variety of clients across different sectors. Prior to this role, Dave led Edelman's Canadian Digital practice for five years, overseeing a team spanning Edelman's five Canadian offices. He also oversaw the growth of the Canadian Insights and Analytics, Paid Media, Project Management, and Influencer Marketing teams. Dave's team won a slew of awards at shows including Cannes Lions, CLI0s, CPRS, IABC and Canadian Marketing Awards.

Dave led Edelman Canada's integrated crisis response team in for a Fortune 50 manufacturer during a global crisis, spending almost two years as part of the client's executive board overseeing the crisis response and working directly with the C-suite.

Dave sits on the Program Advisory Committee for post-graduate marketing courses at Seneca College. He is also a mentor for the BANFF Spark Marketing Accelerator for Women in the

Business of Media.

Dave graduated from the University of Bath with an honours degree in business administration.



Michael J. Lamp

Chief Digital & Social Officer, HUNTER:

After joining HUNTER in 2008, Michael specialized in traditional PR before establishing the Social & Digital Media Group in 2011. This team of one quickly grew into a robust group of more than twenty-five social strategists, community managers, media planners/buyers, copywriters and digital account managers. As HUNTER's Chief Digital & Social Officer, Michael now oversees the entire Digital Group, providing ongoing counsel and acting as lead architect of client digital strategies.

Michael excels at elevating PR programs with social campaigns that earn consumer attention across every conceivable channel. He's led digital campaigns for some of the world's most recognizable brands, including TABASCO, Diageo, Johnson & Johnson, 3M, Kraft and countless others. In 2018, Michael was named to PRSA New York's 15-Under-35 List, an annual industry award that recognizes emerging talent in the Greater New York area. He also co-created HUNTER's immersive Social Boot Camp workshops in 2011, an ongoing effort that helps the agency's clients develop and articulate their unique brand personality

in the social space.

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Jessica Ross

Managing Partner, Global Public Affairs Practice Leader, [Finn Partners](#)

Jessica Ross is Managing Partner of Finn Partners' Washington, D.C. office, and she leads the agency's Global Public Affairs practice. Jessica has 30 years of experience blending political, public affairs and public relations experience into winning communications strategies for clients. Jessica has provided strategic counsel to numerous clients across industry sectors and has worked with business executives and government officials—helping them with messaging, public speaking techniques, political and media communications and crisis communications preparedness and response.

Her crisis experience includes; corporate image reputation management, change management reorganizations, organizational and industry issues (environmental, labor, executive compensation, etc.) product recalls, litigation support, accident/incident support. She has helped companies facing regulatory actions and warnings—including FDA recalls, companies facing leadership transitions and acquisition-friendly and unfriendly, elected officials in times of political unrest and companies under investigation by the United States Congress.



Larry Weber

CEO & Chairman, Racepoint Global

Larry is a globally known expert on public relations and marketing services, founder of several successful public relations and interactive marketing agencies and author of six forward-thinking marketing books. Recognized as a thought leader on the convergence of technology, the Web, and communications, Larry has helped both enterprise and emerging companies become powerhouse brands; his client experience includes ARM, AT&T, Boston Scientific, Coca-Cola, General Electric, General Motors, IBM, John Deere, Kaiser Permanente, Microsoft, PTC, Panasonic, the Pittsburgh Steelers, SAP, and Verizon Wireless.

Larry has nearly 40 years of experience as CEO of both mid- and large-scale companies. He is co-founder and chairman of the Board of Directors of the Massachusetts Innovation and Technology Exchange (MITX), the largest interactive advocacy organization in the world. Additionally, he sits on the Board of Directors for Pegasystems, Inc. (PEGA) in Cambridge, Mass. and Macromill Group (TYO:3730) in Japan. In January 2019, Larry released his latest book, *Authentic Marketing: How to Capture Hearts and Minds Through the Power of Purpose*, published by John Wiley & Sons, Inc. *Authentic Marketing* discusses the need for all companies to have a corporate purpose in order to capture the hearts and minds of

today's audiences.

REGISTER