

Ditch the Binder: Focus on the Essential Elements of an Emergency Communications Plan

The Healthcare Public Relations & Marketing Society of NY (HPRMS) cordially invites you to a breakfast presentation with author **Doug Levy**, who has spent his career in the middle of emergencies, bringing calm to chaos.

The presentation is based on topics covered in Doug's book, *The Communications Golden Hour: The Essential Guide to Public Information When Every Minute Counts*, which provides a framework that streamlines planning, preparation and training for emergencies large and small, from natural disasters to major crimes and everything in-between.

Event Details

Tuesday, March 12, 2019

8:30 – 10:30 am

Lenox Hill Greenwich Village

200 W 13th Street

Conference Center, 6th Floor

New York, NY 10011

About Doug Levy

Precision wordsmith Doug Levy has spent more than 20 years at the intersection of technology, science, health, policy, and

ethics and now is a consultant to corporations, academic institutions, and other organizations on crisis communications and reputation management. From 2010-2015, he was chief communications officer at the Columbia University Medical Center in New York. He has also held communications roles at Johns Hopkins and UCSF medical centers and was a medical reporter for USA Today for most of the 1990s.

He has worked with security teams and law enforcement to leverage social media for early warnings of potential issues and as a tool to prevent and mediate risks, including communications during emergencies.

\$25.00 for HPRMS members

\$35.00 for non-members

Please purchase tickets by clicking [here](#)

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If you have any questions, please contact Yajaira Estevez at hprmsny@yahoo.com