

# From The Front Lines – Best Practices for Managing Crisis Communications and Business Continuity

On-Demand Recording

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Founder & Principal  
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PublicRelay



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# Event Overview

Crisis communication is a critical function in any organization – yet often underappreciated until they are “needed”. In this webcast our experts will share personal stories about crisis preparation and having the data you need to execute your plans from their careers working in crisis communications and measurement. We will answer questions like “How does the role change when the Business Continuity team is activated?” and “How do you stay prepared and in charge of your reputation at all times?”

## Key takeaways include:

- Understanding of the function of Business Continuity
- The role of the Communications professional working with the Business Continuity team
- Differentiating between crisis communications and issue management
- Using consistent measurement practices and data to understand what is working and not working very quickly.

## Speakers



**John Taylor**  
**Founder and Principal**  
**White Oak**

Mr. Taylor is an award-winning corporate communications executive with more than 20 years of experience providing strategic communications, public affairs counsel to leaders of

Fortune 500 corporations, medium-sized businesses, and start-ups. Currently, he runs his own communications consultancy, advising technology and telecom clients. Previously he served as Vice President of Communications at Cruise Automation, GM's self-driving car business in San Francisco. Before Cruise, John spent four years as the communications director at SpaceX, the world's largest commercial space launch services provider. Prior to SpaceX, for more than a decade, John spearheaded all public affairs, issues management, and crisis communications strategies on behalf of Sprint. John has a Bachelor of Arts degree from Furman University in Greenville, S.C. and a Master of Government Administration degree from the University of Pennsylvania in Philadelphia.



**Eric Koefoot**  
**Co-founder, CEO & President**  
**PublicRelay**

Eric is an Internet pioneer, having either founded or served as a senior executive in Internet companies since 1996. He was CEO and Publisher of U.S. News Ventures, CEO of Five Star Alliance, and CFO and later VP of Sales at Washington Post Digital. Prior to his entrepreneurial endeavors, he was an executive at Ford Motor Company and Deloitte Consulting. Eric has an engineering degree and an MBA from M.I.T.

An accomplished Olympic-distance and Ironman-distance triathlete, Eric is currently a co-founder, and the CEO and President, at PublicRelay. PublicRelay is the most trusted

media analytics solution for communications and marketing professionals at the world's most recognizable consumer and business brands, associations, universities and government agencies.

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