

CONQUERING CRISIS:

How Boundary Partners Can Help Teams Protect Brands and Survive Setbacks

Crisis management in the A/E/C industry is an integral part of any communications toolkit, and this presentation will help professionals understand the role of boundary partners to develop next-level messaging that resonates with the public, builds credibility, fosters transparency, and guides communities through challenging moments.



Thursday,
November 6th



Williams Company
291 Southhall Lane
Maitland, FL 32751



9:00 AM - 11:00 AM

\$25 ABC Members

HOW TO REGISTER:

1. [Visit our website](#) and select “Continue as a Guest.”
2. Under “Available Tickets,” choose “Other SMPS Chapter Member” (\$25 each)
3. In the field “What SMPS Chapter are you a member of?” enter ABC.
4. Click Next and complete your payment.

SPEAKER

Jeffrey Lavery

Principal and Founder

Pedigree Public Relations



Pedigree Public Relations

