

Weather the Storm

Effective communications for critical times

with Gerard Braud

Super Storm Sandy – Hurricane Katrina – The tornado or winter storm in your town... effective communications when the power is out and mass populations are affected requires unique communications skills with the media, employees and citizens. Save lives, time and money.

Veteran storm chaser and television network correspondent Gerard Braud has weathered his share of serious storms and can teach you the secrets to being an effective communicator in critical times.

This program is ideal for leaders, government officials, public information officers, and all public relations professionals.

The storm is upon you. The power is out. Your world literally crashing down and you have critical information that you need to effectively communicate. Meanwhile, CNN & The Weather Channel are airing live interviews with a guy in rising floodwaters who also has no electricity. How is this possible? Why him and not you?

It's because he is crisis communications expert Gerard Braud (Jared Bro). He's weathered more storms that most people can imagine and he can help you weather your storm as well. He has shared his secrets for effectively communicating to the media, employees, citizens and other key stakeholders with leaders on five continents. Isn't it time you join the global community who knows that when "it" hits the fan, Gerard Braud is their man.

Customize your program with any of these key lessons:

- No power doesn't have to leave you powerless to communicate in the storm
- Leadership in the storm
- Reaching the media in the storm
- Social media in the storm
- Preparation before the storm
- Creature comforts and discomforts in the storm
- Having the right tools to weather the storm

This program is available in formats of 1 hour, 90 minutes, 3 hours or 6 hours

To book a program, check availability or pricing, contact Gerard Braud at 985-624-9976 or gerard@braudcommunications.com

About Your Speaker

News networks turn to Gerard Braud (Jared Bro) to be their correspondent when storms hit.



This communications expert has appeared on TV more than 5,000 times and been quoted in more than 500 publications around the world.

Known as the guy to call when "it" hits the fan, Gerard is an expert in crisis communications and training spokespeople. He has helped leaders on five continents successfully weather their respective storms.

Gerard has a gift for foreseeing and predicting crises. Fifteen years before Hurricane Katrina, he predicted the catastrophic destruction that would befall his hometown of New Orleans.

Gerard has been active in the field of communications since 1979. For 15 years, he worked in print, radio and television as a front line journalist. His affiliate reports have been seen around the world on NBC, CBS, CNN and the BBC.

He is also the author of *Don't Talk to the Media Until... 29 Secrets You Need to Know Before You Open Your Mouth to a Reporter*.

Gerard Braud (Jared Bro)

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