



# CRISIS COMMUNICATIONS FOR SPORTING EVENTS

Sports Tourism Learning Institute

## Course Description

The Crisis Communications for Sporting Events Certificate will provide an in-depth look into preparation and planning for crisis situations, both large and small. Sports Events Leaders should have an understanding of how to properly prepare and manage a crisis, no matter the size and scale.

### STLI Certificate Playbook Course

**STS Credits:** 4

**Format:** Online, Self-Paced

**Length:** 4 sessions - approx. 4 total hours

**Sports ETA Member Price:** \$399

**Non-Sports ETA Member Price:** \$499

## Meet the Industry Experts Leading this Course



**Jackie Reau**, CEO of Game Day and Founder of Game Day esports

Jackie Reau, CEO of Game Day Communications, has more than 25 years of experience and specializes in strategic communications planning, social media strategy, and crisis management. Jackie is an adjunct professor at the University of Cincinnati, where she teaches Sports PR, and at Xavier University, where she teaches in the sports administration graduate program.



<https://www.linkedin.com/in/jackiereau/>



**Kathrine Nero**, Director of Media at Game Day

Kathrine spent 21 years anchoring news and sports at a local television station, followed by three years hosting daily Facebook lives, writing columns and newsletters, and creating videos for The Cincinnati Enquirer. She has spent her career telling stories on different platforms, and now, as Director of Media for Game Day Communications.



<https://www.linkedin.com/in/kathrine-nero/>



**Betsy Ross**, President at Game Day Communications

Emmy® award-winning sports reporter Betsy M. Ross is president of Game Day Communications, a sports and entertainment communications firm based in Cincinnati and founded in 2002.



<https://www.linkedin.com/in/betsymross/>



**Dave McGillivray**, President of DMSE Sports

Dave McGillivray is a U.S.-based road race director, philanthropist, author, and athlete. In 1978, he ran across the U.S. to benefit the Jimmy Fund and Dana-Farber Cancer Institute. He is currently the race director of the Boston Athletic Association (B.A.A.) Boston Marathon and his team at DMSE Sports, Inc. have organized more than 1,000 mass-participatory endurance events since he founded the organization in 1981.



<https://www.linkedin.com/in/dave-mcgillivray/>



**Iris Simpson Bush**, Executive Director at Flying Pig Marathon, Inc.

Bush has been a part of Cincinnati's Flying Pig Marathon since 1997. In 2002, she left a career in broadcast marketing to join the staff full-time. She's had a variety of roles but is now the president and chief executive officer of its parent organization, Pig Works.



<https://www.linkedin.com/company/cincinnati-flying-pig-marathon/>

## Course Learning Outcomes

After completing this course, you will be able to:

- Recognize the importance of creating and maintaining an up-to-date crisis communication plan.
- Summarize essential ideas and lesson points from discussions with industry experts in crisis communication.
- Prepare communication statements and strategies for interacting with media during and after a crisis.



- Develop a comprehensive crisis communication plan.

## Course Content

This is a fully online, self-paced course consisting of four sessions. Each course session includes informative video lectures with interactive questions throughout. This course takes approximately four hours to complete.

### Session 1

#### **The 10 Steps for Crisis Communication, with Jackie Reau**

Session 1 will cover the importance of crisis communication planning for sporting events and a template for developing your plan.

### Session 2

#### **Conversation with Dave McGillivray and Iris Simpson Bush, with Betsy Ross, Dave McGillivray, and Iris Simpson Bush**

Session 2 will explore real crisis communication planning and lessons learned through in-depth conversations with two of the nation's premier marathon directors.

### Session 3

#### **What the Media Wants From You During a Crisis, with Kathrine Nero**

Session 3 dives into the other side of crisis communications in sporting events by gleaning insights from the media's perspective during times of crisis.

### Session 4

#### **Developing Your Crisis Communication Plan, with Jackie Reau**

Session 4 will bring the previous three sessions' learnings together when course participants engage in the development of their own sporting event crisis communications plan.

## Upon Completion

Successful completion of the course materials will earn you a Certificate of Achievement from the Sports Tourism Learning Institute and four credits towards your [Sports Tourism Strategist Designation](#).



Having completed this course, you will also gain a deeper understanding of the topic, real-world application strategies, and numerous professional resources and connections to reference during your career.

## Questions?

If at any time you have questions about this course or any of our other courses, please contact us at [info@sportseta.org](mailto:info@sportseta.org). Because this course is self-paced, please do not try to contact the course content providers (instructors) with your questions.

If you need technical help with the course, please email us at [support@sportseta.org](mailto:support@sportseta.org).

