

Course Completion Guide

The beauty of an online, self-paced course is that you can complete this course on your time and at your convenience. Use this course completion guide as a checklist to create a plan to complete this course successfully. Set due dates to keep yourself on track and a completion date to help you accomplish your professional development goals.

Goal Completion Date: _____

Welcome to the Crisis Communications for Sporting Events Course!

- ☐ Welcome and Course Overview, *3 mins*
- ☐ Meet the Industry Experts Leading this Course, *2 mins*
- ☐ How to Navigate this Course, *3 mins*
- ☐ Before You Begin (survey), *2 mins*

Session 1: The 10 Steps for Crisis Communication, with Jackie Reau

- ☐ Introduction, *1 min*
- ☐ Watch session video, *26 mins*

Session 2: Conversation with Dave McGillivray and Iris Simpson Bush, with Betsy Ross, Dave McGillivray, and Iris Simpson Bush

- ☐ Introduction, *1 min*
- ☐ Watch session video, *48 mins*

Session 3: What the Media Wants From You During a Crisis, with Kathrine Nero

- ☐ Introduction, *1 min*
- ☐ Watch session video, *31 mins*

Session 4: Developing Your Crisis Communication Plan, with Jackie Reau

- ☐ Introduction, *1 min*
- ☐ Watch session video, *33 mins*

Finish Line!

- ☐ Congratulations message, *1 min*
- ☐ Before You Go (exit survey), *4 mins*
- ☐ Download & Share your Certificate of Achievement, *5 mins*

Congratulations! By completing this Certificate Playbook Course, you will earn four (4) credits toward your Sports Tourism Strategist designation.