

# 2022 IFEA WEBINAR SERIES



## IFEA Webinar on Demand

**Communicating in a Crisis: What to Say and What Not to Say When Things Go Wrong**

**Dave Bullard**

**Marketing & Public Relations Manager**

**The Great New York State Fair**

**Syracuse, NY**



Have you ever thought about what you would say -- internally and externally -- if something bad happened at your event? From crises like the fatal stampede at a Houston concert to a destructive bout of bad weather, potential crises are everywhere. Hoping nothing bad happens is not a plan. Dave Bullard will share details of the year-round that goes into emergency planning, including planning for messaging, and give you a plan to get your communications plan started.

Dave Bullard is the Public Relations and Marketing Manager for The Great New York State Fair in Syracuse, the nation's first and oldest state fair, dating to 1841. He has spent his entire life in and around media, spending many years in print, radio, TV and online media in addition to running a solo PR, marketing and video production business and founding one of the nation's first online-only local news publications in 1999.

Dave is also the moderator for the IFEA PR and Marketing Virtual Affinity Group every 2nd Tuesday of the month and welcomes you to attend their monthly chat. Additionally, Dave is a columnist for IFEA's "ie" Magazine. Be sure to check out his quarterly column, "The PR Shop"!

**Length:** 60 Minutes

Webinar on Demand will be sent as an online link along with any supporting document provided.

All IFEA Webinars must be purchased and viewed within the same calendar year.

**Questions:** Contact Nia Hovde, CFEE, Vice President/Director of Marketing & Communications Email: [nia@ifea.com](mailto:nia@ifea.com)