



Original Equipment Suppliers Association

AGENDA

Automotive Public Relations Council Meeting

April 3, 2019

OESA Conference Center
25925 Telegraph Rd., Ste. 350
Southfield, Mich. 48033-2553

- 12 p.m. Registration & Networking Lunch
- 1 p.m. Welcome, Upcoming OESA Activities, Introductions
Jeff Laskowski, Senior Manager, Communications, OESA
- 1:15 p.m. Proper Preparation and Response to a Crisis from a Legal Perspective
Tom Manganello, Partner, Warner Norcross + Judd
- 2 p.m. Networking Break
- 2:20 p.m. Crisis Communications: It's Not a Matter of "If" But "When"
Sandy Lish, Principal / Founder, The Castle Group
Jim Bianchi, President, Bianchi Public Relations
What do you do when crisis hits? Do you know how to respond? What is your plan for communicating with the audiences that matter the most? This interactive session will provide you with increased knowledge and understanding of communicating during a crisis, as well as greater understanding of when and how you should engage – especially given today's 24/7 news environment and the viral nature of social media. You will leave with the confidence and skills needed to respond to and manage crisis situations.
- 3:20 p.m. Optional Council Roundtable
Jeff Laskowski, Senior Manager, Communications, OESA
- 4 p.m. Meeting Adjourns

2019 APRC Council Dates:

July 17 (joint with CEC and MarComm Summit)
October 9