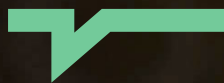


# MELISSA AGNES

 CRISIS MANAGEMENT STRATEGIST

## IMPLEMENTING A #CRISISREADY CULTURE.

Turning today's real-time challenges into a winning crisis management strategy.

#CRISISREADY. PREPARED. VIGILANT. RESILIENT.


**Whom does NATO call when they want their delegates to learn the latest and best strategies in crisis communication? Melissa Agnes, internationally recognized crisis strategist.**

President and co-founder of Agnes + Day Inc., Melissa Agnes helps global brands and governments prevent and manage a wide range of issues and crises. Her client list includes financial organizations, technology companies, healthcare organizations, government agencies, cities and municipalities, energy companies, global non-profits, and many others.

Melissa speaks worldwide to audiences including NATO, Ministries of Foreign Affairs, Ministries of Foreign Defense, Ministries of Health, as well as a wide range of private and public companies, universities and non-profit organizations. She has been honored to share the stage with members of the Ukraine government and the International Committee of the Red Cross. In 2015, Melissa gave a TEDx talk in Los Angeles where she discussed the secret to successful crisis management in the 21<sup>st</sup> century.

Melissa's recent press coverage includes Forbes, WSJ, VIBE Magazine, USA Today and more. She is the editor of the highly acclaimed Crisis Intelligence Blog, and the host of the internationally recognized Crisis Intelligence videos and podcast. Published regularly and followed by government agencies and Fortune companies alike, her blog, videos and podcast help organizations manage issues and crises in today's connected and real-time world.

When she isn't managing crises or speaking in front of an audience, Melissa enjoys adventuring around the world (usually on a sailboat), reading, writing and sipping champagne in good company.



*"Melissa was well prepared, great on her feet, thoughtfully challenging, superbly engaging and displayed a depth of knowledge that gave her high credibility. Additionally, she made the session stimulating and fun. Her thought provoking presentation style spurred exceptional dialogue between the participants that attended our global crisis communications network meeting. Her insight and knowledge of the digital landscape opened our eyes to alternative communications approaches when dealing with a crisis."*

– Jeff Martin,  
The Dow Chemical Company

*"Melissa brought a complex topic to us in a way that encouraged debate, hands-on experience and helped us make decisions."*

– Jan Walther,  
YMCA of the USA

*"Melissa Agnes brings innovation and freshness to the topic of crisis management"*

– Ministry of Defence  
of R. of Macedonia

# CHOSUN ISSUE FORUM

The 1st

제 1회 조선 이슈 포럼

## POPULAR KEYNOTE TOPICS

### Crisis Management in the 21<sup>st</sup> Century – Are You Ready?

Building a thriving organization today involves many moving parts, from great products and services to high-powered teams, bulletproof systems, a thriving online presence, and the ability to scale. But one of the issues that's often neglected is preparing for the cyber-attack or the real-world catastrophe that no one hopes for and most would prefer not to think about. In this talk, Melissa Agnes helps her audiences think about and prepare for the unthinkable. Audiences will learn what it means to create a crisis-ready culture that is both vigilant and resilient.

### Crisis Management – Through the Digital Noise

One of the unspoken fears of every executive team is the adequacy of the response to the cyber-attack, the toxic leak, the rogue employee or the incident that threatens the integrity of the organization. How does a company come back from a disease outbreak like Chipotle's, or a systemic failure like VW's? Too many teams put off thinking about the unthinkable, and the result is ill-preparedness. In this talk, Melissa Agnes helps business teams understand today's risks and what it takes to prepare the entire organization to respond swiftly and professionally when disaster strikes.

### Preparing for the Cyber War

Every CIO knows today that his/her organization is one click away from a hack that could bring the financial integrity of the company down. And every IT team has spent time and money anticipating, preparing, and forestalling such attacks. But at a deeper level, every organization has to be ready to both support and respond to IT warfare with an organization-wide awareness and planning that few organizations understand, much less have accomplished. In this talk, Melissa Agnes reveals to audiences what it takes to prepare the whole organization to shoulder the burden that the IT team currently bears.

# 극복, 커뮤니케이션에

2015. 9. 21 서울 롯데호텔



## COMING SOON...

### Melissa's book on effective crisis management in the 21<sup>st</sup> century



These days, it's no longer a question of if a crisis will strike your organization, but when. That's why it has never been more crucial for organizations to implement a scalable and bulletproof crisis preparedness program.

Led by examples and the latest case studies to make each point real, Melissa's upcoming book will provide today's organizations with everything they need to prepare for and mitigate issues and crises in real-time.

## GET IN TOUCH