

Critical Moments in Food Safety Communications: An Interactive Training Presentation

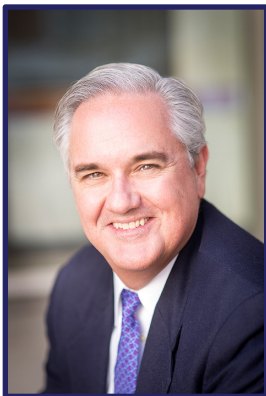
Every Minute Matters

In a food safety crisis, every minute matters. You don't have time for your communications and operations team to align to respond. That's why you should take action **now** to ensure your teams know how to work together to respond quickly and effectively.

Crisis management expert **Bill Coletti** and food safety authority **Dr. Michele Pfannenstiel** will guide your teams through a hands-on, interactive training session that will drive alignment and open lines of communication. Through this dual-discipline training exercise, your communications and operations teams will form a mutual understanding that will equip them to respond to food safety crises like a well-oiled machine **before** a crisis strikes. During this training, your teams will learn:

- The secret to being prepared for hundreds of risks without having to create hundreds of crisis plans
- Common barriers to effective inter-disciplinary communications, and how to overcome them
- Ways to respond quickly, without angering your legal team

Learn more about Bill and Michele below, or contact amurray@kith.co to book your training.



Bill Coletti

Kith CEO Bill Coletti is a reputation management, crisis communications and professional development expert. He has more than 25 years of global experience managing high-stakes crises, issues management, and media relations challenges for both Fortune 500 companies and winning global political campaigns. Bill previously co-lead the Global Risk Management and Crisis Communications Practice for Hill+Knowlton Strategies. Bill has provided senior counsel in crisis management, corporate communications, and reputation defense to numerous clients including as AT&T, American Airlines, Xerox, Nuclear Energy Institute, and Freeport MacMoRan, as well major universities and global NGOs.



Dr. Michele Pfannenstiel

Dr. Michele Pfannenstiel is president and CEO of Dirigo Food Safety. Dr. P earned her BA in Economics and Geology from Wellesley College, and her DVM at the University of Georgia College of Veterinary Medicine. Upon receiving her DVM, Dr. P commissioned into the US Army Veterinary Corps, where she learned the food safety skills she now brings to producers and processors across the country. Dr. P is a certified HACCP auditor through ASQ. A sought after speaker, Dr. P has taught food safety workshops at the Stone Barns Center, PigStock TC, the Wallace Center Food Hub Conference, the New England Meat Conference, and the Empowering Women Veterans in Business and Agriculture Conference.

Past clients:



Kith

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To book Bill and Michele for your next event, contact Allison Murray at amurray@kith.co