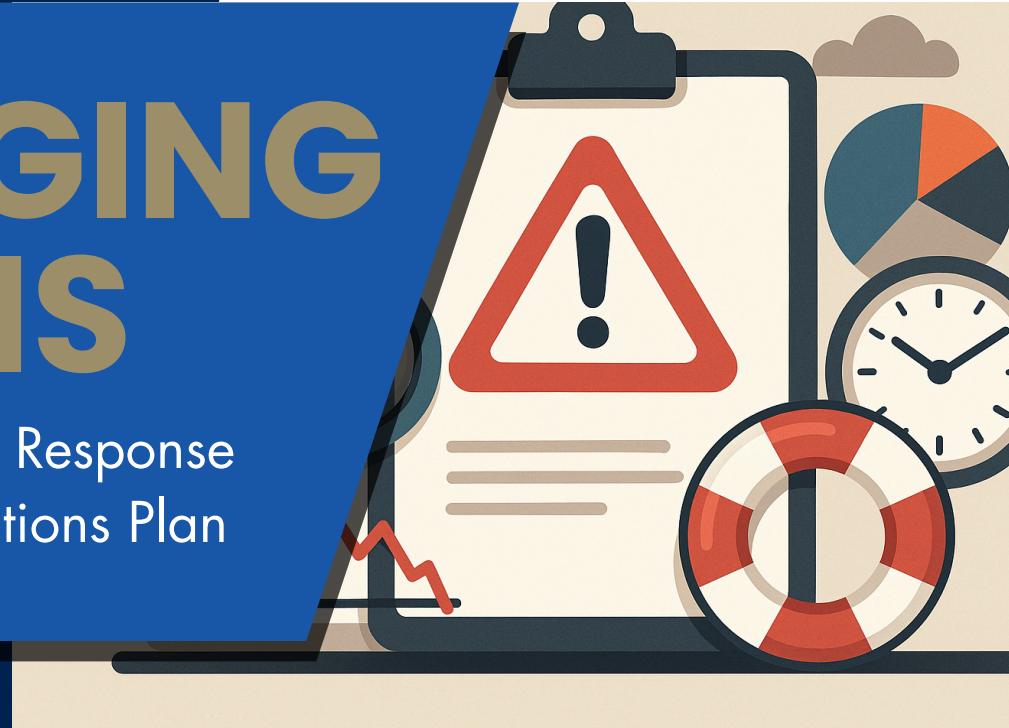




# MANAGING A CRISIS

Developing a Strategic Response  
and Media Communications Plan



## Don't wait for a crisis to make a plan.

**Reese Adams McCranie** is a seasoned communications executive and public affairs expert with over 20 years of experience, including roles as a Presidential Appointee and Director at McKinsey & Company. He specializes in navigating complex, high-stakes environments through strategic crisis management, reputation risk, and national-level public policy.



**Date:** Saturday, February 7, 2026

**Time:** 9:00 AM – 2:00 PM (Includes Lunch)

**Location:** TBA - will be sent after registration

[Register Here](#)

