

Power of Partnership

CVMA Media and Crisis Communication Training

Advocacy Education Support Leadership

April 19, 2018

When delivering facts about animal health topics, general pet care, potential legislation, crisis situations, or hot media “run-away” stories, the person on the spot – or in front of a camera or reporter – MUST know crisis and media communications skills and MUST have had the opportunity to practice in a mock setting. For any person who will represent their practice or their organization, media and crisis communication training is essential. Those who “wing it” because it seems like an easy task will many times regret the experience, or worse, create a negative impression and perhaps generate a new crisis. Media and crisis communication training is also an excellent foundation for ALL types of communications skills, including social media. Client communication becomes more focused, concise, and consumes less time when these same training techniques are applied in the exam room.

Sponsorship Levels **Exclusive Sponsorship**
 \$500 - \$2,500 \$2,500

Benefits and Opportunities

<i>Partnership Level</i>	<i>Presenting Sponsor (category exclusive)</i>	<i>Hosting Sponsor</i>	<i>Supporting Sponsor</i>
<i>Partnership Investment</i>	\$2,500	\$1,500	\$500
<i>Partner Benefits</i>			
Opportunity to address audience	10 minutes	2 minutes	
Recognition in printed promotional material	Logo	Logo	Logo
Display table at program	2 reps	1 rep	1 rep
Sponsor sign at program	✓	✓	✓
Sponsor logo on presentation	✓	✓	✓
Sponsor logo in e-mail promotion	✓	✓	✓
Recognition in CVMA eVOICE and/or VOICE	✓	✓	✓
Recognition by program host	✓	✓	✓

Sponsor logos will be included in printed materials only if a sponsorship agreement has been reached by the print production deadline.