

PRESS RELEASE

R&A Crisis Management Services Offers Webinar on Building an Effective Crisis Management Team

R&A Crisis Management Services offers a webinar on Building an Effective Crisis Management Team on November 13. A "disconnect" between Business Continuity, Disaster Recovery, Emergency Response and the Crisis Management Team can cause serious resiliency problems and delay planned recovery. For more information or to register, go to <http://www.raconsulting.net/registration/team.aspx>.

Des Plaines, IL, October 29, 2007 – For many companies there is a "disconnect" between the Business Continuity, Disaster Recovery, Emergency Response and the Crisis Management Team (CMT). Some companies lack a CMT. This can cause a serious delay in response and recovery. An effective CMT ensures roadblocks to a successful recovery are removed. The CMT serves as a focal point for communications and coordination of all matters related to a critical incident. Typically, the CMT has oversight responsibilities for all activities during a critical incident. Because each critical incident consists of a unique combination of reputational, legal, and business considerations, all of which must be taken into consideration when determining the appropriate response, the CMT is composed of selected executives from across the enterprise.

This webinar, will help you create a well-rounded CMT Plan. We'll talk about everything from how to get executive buy-in, to what goes into the plan, and how to ensure positive results from a CMT exercise. The forum will allow you to ask questions and get answers!

Leading the webinar is the R&A's founder, Irene Rozansky. Ms. Rozansky is an international speaker, author and consultant with an extensive background in strategic planning, business operations, crisis management, and organizational change and communications. For over 20 years Ms. Rozansky has helped scores of organizations prepare for, mitigate, and successfully avoid and/or recover from critical events. Her experience encompasses large and small businesses and not-for-profits throughout the world.

To register for this webinar go to: <http://www.raconsulting.net/registration/team.aspx>. For more information on R&A Crisis Management Services' educational webinars and training seminars, please visit www.raconsulting.net.

###

If you'd like more information, or to schedule an interview with Irene Rozansky, please call 847.827.4267 or email Kimberly Matlon at kmatlon@raconsulting.net.