**Caesars Hospitality Research Summit**

**Crisis Management in the Hospitality Industry**

**Thursday, June 12th 2014**

**Schedule at a Glance**

7:30 AM to 5 PM Registration

8:00 AM Networking Breakfast

8:45 AM Welcome

9:00 AM ***What is a crisis? Recognizing the Risks and Knowing the Resources***

Bud Marshall, Supervisor for the Southern Region of Nevada, Division of Emergency Management; Nevada Emergency Management Accreditation Program (EMAP) Manager

9:45 AM ***Mitigating the Risk for the VIP***

Jesse Lang, Gunnery Sergeant, United States Marine Corps

10:30 AM Morning Break

11:00 AM ***How Do I Prepare My Facility for a Crisis?***

Jefferson C. Wofford, Facility Manager, U.S. Embassy Belmopan,

Department of State

11:45 AM Lunch and Keynote Speaker: ***The Paradigm Shift: Building a Culture of Preparedness***

COL(R) Russell Kern, Former Military Diplomat in Germany, Ukraine, and The Republic of Latvia

1:15 PM Workshop: ***Communicating in a Crisis, Part 1: Internal Communications***

Dave Shepherd, CEO, Readiness Resource Group

2:45 PM Break

3:00 PM ***Communicating in a Crisis, Part 2: External Communications***

Kurt Ouchida, Managing Partner, BRAINTrust + Communications

3:45 PM ***Learning to Expect the Crisis. Living on Amber.***

Kara Cassidy, Master Sergeant

4:30 PM Adjourn