



# Society for Risk Analysis New England Chapter

2016-2017 Event Series

## **MEETING ANNOUNCEMENT**

**Wednesday, April 12, 2017**

Refreshments: 5:30 pm – 6:00 pm

Presentation: 6:00 pm – 6:45 pm

Discussion: 6:45 – 7:00 pm

## **RISK COMMUNICATION**

**STEVE GOLDMAN, PH.D.**

### **Location**

Gradient

20 University Road, 5<sup>th</sup> Floor  
Cambridge, MA 02138

**Please RSVP by Friday, April 7th to Sonja Sax ([ssax@ramboll.com](mailto:ssax@ramboll.com)) or Jeff Cegan ([Jeffrey.C.Cegan@usace.army.mil](mailto:Jeffrey.C.Cegan@usace.army.mil)).**

Space is limited, so reserve your seat today. For more information on SRA-NE, please go to: <http://sra.org/sra-ne>



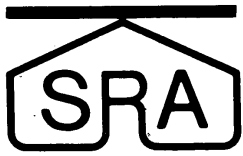
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## RISK COMMUNICATION

Risk Communication is not easy, even under the best of circumstances. Good risk communication requires preparation and strategy as well as certain skills and insight. Done well, risk communication furthers your company or agency goals; promotes knowledge and understanding; and is very satisfying both professionally and personally. With his breezy and entertaining style, Dr. Goldman will discuss the following topics:

- Risk
- Risk Communication
- Crisis Communication
- Communicating Risk
- Your Spokesperson
- Work with Public Relations staff AND keep your sanity
- Summary

Dr. Goldman will also discuss several real-life examples of risk communication – good and bad – and the lessons learned from them.



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## ABOUT THE PRESENTER



**DR. STEVEN B. GOLDMAN** is an internationally recognized expert and consultant in Business Continuity, Crisis Management, Disaster Recovery, Risk Communications, and Crisis Communications. He has over 35 years experience in the various aspects of these disciplines, including program management, plan development, training, exercises, and response strategies. His background is comprehensive yet unique in that he has been a professional engineer, corporate spokesperson, manager of media relations, risk communicator, business continuity planner, crisis responder, consultant, and a Fortune 500 Company's Global Business Continuity Program Manager.

Steve has published many articles and conducts several seminars annually on the various aspects of Risk Communications, Crisis Management, Crisis Communications, and Business Continuity. He lectures on Risk Communication for the Harvard School of Public Health's "Management Skills for Emerging Leaders in Environmental Health and Safety." Steve lectures on crisis communications and conducts the class exercise for the Harvard School of Public Health's "Radiological Emergency Planning: Terrorism, Security, and Communication." Steve developed and co-conducted the first set of "Crisis Management Planning" Professional Development Courses for the Risk and Insurance Management Society (RIMS). Dr. Goldman is a cofounder and Senior Lecturer at MIT's "Crisis Management & Business Continuity" Professional Education summer course.



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## GETTING TO THE EVENT

Directions to Gradient can be found at: <https://gradientcorp.com/directions.html>

### From the MBTA Subway (on foot):

Harvard Square is on the Red Line of the MBTA rapid transit system (locally known as “the T”). From Park St. Station in the center of Boston, it is four stops in the outbound direction toward Alewife.

### Driving Directions:

From Logan Airport

Take TED WILLIAMS TUNNEL to Boston - stay in LEFT lane at the end of the tunnel

- Stay to LEFT and proceed to 90 West (Mass Pike) - get in the RIGHT lane
- Take EXIT 20 marked: BRIGHTON/CAMBRIDGE
- Follow CAMBRIDGE/SOMERVILLE signs
- Proceed straight onto bridge over the Charles River - get in the LEFT lane
- Turn LEFT onto MEMORIAL DRIVE
- Turn RIGHT onto JFK STREET
- Turn LEFT onto ELIOT STREET
- Take first LEFT onto BENNETT STREET

The CHARLES HOTEL will be on the LEFT side of the street.

Parking garage entrance is located on Bennett Street or turn LEFT on UNIVERSITY ROAD for an additional parking garage entrance

From Points North/South

From Route 93 North or South

- Take EXIT 26: STORROW DRIVE/N. STATION
- Follow signs toward STORROW DRIVE - continue on STORROW DRIVE
- Proceed on STORROW DRIVE past CENTRAL SQ./MASS PIKE exit
- Stay in RIGHT lane, and take HARVARD/CAMBRIDGE exit
- Take first RIGHT onto bridge crossing Charles River
- At second set of lights turn LEFT onto ELIOT STREET
- Take first LEFT onto BENNETT STREET

The CHARLES HOTEL will be on the LEFT side of the street.

Parking garage entrance is located on Bennett Street or turn LEFT on UNIVERSITY ROAD for an additional parking garage entrance

From Points West

Take the Mass Pike (Route 90) East

- Take Exit 18: BRIGHTON; CAMBRIDGE (It's a left exit)
- After toll booths, bear RIGHT at the fork following the sign: CAMBRIDGE SOMERVILLE
- Cross Charles River, take immediate LEFT onto Memorial Drive
- Turn RIGHT at JFK STREET
- Turn LEFT onto ELIOT STREET
- Take first LEFT onto BENNETT STREET

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