

MEDIA, CLIENT AND CRISIS COMMUNICATION TUESDAY, JUNE 23

Speaker:

Jim Humphries, DVM
President and News Director
Veterinary News Network



Overview:

Media training is also an excellent foundation for all types of communications skills. Client communications become more focused, more clear and consume less time when these same media training techniques are applied to the exam room.

Although many of us will not face a crisis in the media, it is good to know the basic steps to take when inquiring reporters with cameras are knocking on your door after a crisis has occurred.

Sections:

1. How To Sell Your Story To The Media
2. What To Do When The Media Calls
3. Essential Interview Skills
4. Using Media Communication Skills with Clients
5. The 25 steps of Crisis Media Management
6. Mock Interview Practice!

You Will Learn:

1. How to develop a relationship with members of the media
2. How to turn that into valuable publicity for your practice or your association
3. How to react properly when the media calls you – even in a crisis
4. What questions to ask before deciding to do an interview.
5. How to anticipate the questions you will receive
6. How to craft your answers
7. How to develop message points from these answers
8. How to bridge to positive points

What others have said about the workshop:

“Dr. Humphries years of experience really come through. He is very talented in the way he communicates and teaches. Everyone was entertained the entire day!”

“Dr. Humphries’ background, experience and ability to relate the media world to our profession is invaluable.”

“Wonderful! Best lab and best instructor I’ve had.”

*Thanks
to our generous sponsors
to date*

**Boehringer Ingelheim
Fort Dodge Animal Health
Hill’s Pet Nutrition
MWI Veterinary Supply**

**Technicians are invited to
participate in all DVM sessions
throughout the conference.**

AUXILIARY ACTIVITIES



Sunday, June 21

2:30 Ice Cream Social at Zoo Montana
3:00—5:00 Guided Tour of Zoo Montana

**For all ages — join the fun
If charges apply, participants will pay on site.**

Monday, June 22

9:30 Breakfast Business Meeting
Order off menu
Location: Crowne Plaza

ADDITIONAL INFORMATION

Reservations — Crowne Plaza — 406-252-7400

Things to see and do in Billings area

- Little Bighorn Battlefield National Monument
- Moss Mansion
- Pompey’s Pillar
- Shopping Galore
- Western Heritage Center
- Yellowstone Art Museum
- Zoo Montana

Enjoy!!



2009 SUMMER MEETING

Tentative Agenda

June 21

Trade Show
Continuing Education
Zoo Montana for Guests
Banquet and Entertainment

June 22

Continuing Education
Hiking — Golfing — Shopping
Bar-B-Que

June 23

Continuing Education
Membership Meeting

*Submitted for CE approval.
14 hours anticipated.*

Crowne Plaza — Billings

406-252-7400

Room block releases June 1.

**Montana Veterinary Medical Association
PO Box 6322, Helena, MT 59604
406-447-4259**

2009 MVMA SUMMER CONFERENCE JUNE 21 –23 – BILLINGS, MONTANA

SCHEDULE OF ACTIVITIES SUNDAY–TUESDAY

Sunday, June 21

- 7:00 am** Executive Board Meeting
- 7:30 am** Registration Desk Opens
- 8:00 am** Trade Show Opens
Breakfast in Trade Show Area
- 10:00 am — 5:00 pm** Continuing Education Sessions
SA — Rolan Tripp, DVM
LA — Meredyth Jones, DVM
- 12 noon— 1:00 pm** Lunch
- 3:00 — 3:15** Break
- 6:30 pm** Happy Hour
- 7:00 pm** Banquet
Recognition of Honor Roll Members
Entertainment

Monday, June 22

- 7:00 am** Registration and Breakfast
- 8:00 am — 12:00 pm** Continuing Education Sessions
SA — Rolan Tripp, DVM
Susan Tripp, BA, MS/P
LA — Meredyth Jones, DVM
- 9:45 am — 10:00 am** Break
- 12:00 pm** Box Lunches Available
- Afternoon** Various Recreation Options —
See options on back panel
- 6:00 pm** Bar-B-Que — Sponsored by
Boehringer Ingelheim and MWI Veterinary Supply

Tuesday, June 23

- 7:00 am** Committee Meetings and
Open Breakfast
- 8:00 am** Media, Client and Crisis
3:30 pm Communication
- 11:30 am** Lunch & Membership Meetings
1:30 pm MVMA & BSVTA
- 3:45 pm** Executive Committee Meets

SMALL ANIMAL SESSIONS SUNDAY & MONDAY

Sunday, June 21

- Speaker:** Rolan Tripp, DVM
www.AnimalBehavior.net
LaMirada, CA

Topics: **Preventing Veterinary Phobia in Canine and Feline Patients**

- A visit at the vet's office from a pet's point of view
 - Learn to bond pets to your staff and location
- #### **Canine Body Language—Becoming an Expert**
- Learn what any dog is telling you that you previously didn't get
 - How to send the right signals with your own body

Feline Body Language

- How to read all the signs in diagnosing different behavior problems
- How felines communicate stress, affection and social interaction between themselves

Feline Aggression Diagnosis and Treatment

- Consider 14 categories of feline aggression including causes and treatments



- Feline behavior modification tools and strategies

Monday, June 22

- Speakers:** Rolan Tripp, DVM
Susan Tripp, BA, MS/P



- Topic:**
Wet Lab — Puppy Aggression Prevention and Socialization
- Puppy gentling

LARGE ANIMAL SESSIONS SUNDAY & MONDAY

- Injection distraction
- Off-leash puppy socialization parties



Sunday, June 21

- Speaker:** Meredyth Jones, DVM
Kansas State University

Topics:

- #### **Herd Health Topics for Small Ruminants**
- Vaccination and deworming plans
- #### **Urolithiasis in Small Ruminants**
- Recognition and treatment of obstructive urolithiasis

- Dietary Preventative Measures
- #### **Pregnancy Toxemia in Ewes and Does**
- Diagnosis and treatment for pregnancy toxemia
 - Considerations for the Flock / Herd

Copper Toxicity in Small Ruminants

- Review of Disease
- Diagnosis, Treatment & Evaluation of Mineral Levels for Documentation

Drug Use in Small Ruminants

- Rules and options for prophylactic and therapeutic use of drugs in small ruminants
- Antibiotics, analgesics and anesthetics

Prolapse Management in Cattle and Small Ruminants

- Decision making for vaginal, cervical, uterine and rectal prolapses

Monday, June 22

- Speaker:** Meredyth Jones, DVM
Veterinary Medical Teaching Hosp.
Kansas State University

Topics:

Ancillary Diagnostics for Gastrointestinal Disease in Ruminants

- Field worthy diagnostics
- Rumenocentesis, abdominocentesis, liver biopsy

Bovine Leukemia Virus and Bovine Lymphoma

- What we know and don't know about this virus
 - Interpreting diagnostic testing
 - Herd implications
- #### **Resuscitating High-Risk Newborn Calves**
- Improving survival and vigor