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**Beyond Crisis Communications: How Words and Technology  
Can Power Effective COVID Response and Recovery**

June 7<sup>th</sup> from 10:00am-11:00am ET

Presented by **Anne Marie McLaughlin**

Contact Details: [am9371@nyu.edu](mailto:am9371@nyu.edu) & (617) 759-2051

**Presentation Abstract:** It's been said that every AAR includes "Communications" as an area for improvement. The COVID-19 Pandemic has provided public health and emergency management professionals with ongoing opportunities to develop and refine better crisis communications practices. This presentation will look at communicating during an emergency broadly, starting with internal communications and moving to external, with a special focus on technology tools to improve both.

**Speaker Bio:** Anne-Marie McLaughlin is the Director of Emergency Management and Continuity at New York University where she directs ongoing global resilience-building emergency management and continuity efforts. Prior to joining NYU in February of 2018, she had served as the Emergency Manager at the University of Massachusetts Boston since 2010. Prior to that, she worked for ten years in University Communications at

UMass and developed the Crisis Communications Plan. Her certifications include the CEM, MEP and CBCP. She holds two Master's Degrees, one in Business Continuity Management from Norwich University and one in English from the University of Massachusetts Boston. She is a graduate of Harvard University's National Preparedness Leadership Initiative. She has developed, conducted and/or evaluated dozens of emergency exercises, including functional and full-scale active threat, Emergency Dispensing Site, and Public Affairs exercises. Additionally, she has assisted with full-scale SWAT and police response exercises conducted by the Massachusetts State Police, Massachusetts Department of Transportation/Transit Police, and Urban Shield exercises held in Boston. She is currently Region II Representative for IAEM's Colleges and Universities Caucus and Vice Chair of IAEM's Access and Inclusion Caucus.