



CRA FORUM

TRAINING TOPICS

- Crisis Communications
- Media/Spokesperson
- Message Development
- Presentation
- Public Meeting
- Open Houses
- Town Hall Meetings
- Social Media/Digital

AUDIENCE FEEDBACK SERVICES

- Focus Groups
- Audience Surveys
- Meeting Facilitation

TRAINING PRACTICE GROUP

Our trainers have distinct experience and skill sets to help your company communicate effectively and accordingly with your relevant audiences.

- Susan Lavenski
- Matt Isner
- Alisha Maddox
- Mary Brown
- Danny Forinash
- Rick Mogielski
- Carli Clark

CRA CONTACT

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PREPPING WITH CRA

For more than four decades, Charles Ryan Associates has successfully provided communications and media training services to clients across the country.

Today, CRA Forum customizes sessions and experiences to fit your needs and expectations.

Former journalists lead CRA Forum. We've worked with CEOs and business professionals, community leaders and engineers, and small business owners and nonprofit leaders on techniques to achieve effective communication and public speaking skills. Time and again, participants leave our trainings better equipped to deliver information.

Sessions can be half-day, full-day or multiple-day, depending on need and the number of participants. We can come to you, or your team to us.

Most recently, we've added focus group research, audience surveys and meeting facilitation services to our repertoire of trainings and resources. It's all about gaining valuable insight. Contact us to learn how we can help you and your team!

- **Media** – Prepare to communicate effectively to media and other high-profile audiences through intense – and recorded – mock interviews conducted by former journalists.
- **Presentation** – Give a great presentation and ensure your message is effectively delivered. Enhance it by allowing our experts to audit your current presentations and/or design a new Keynote or PowerPoint template.
- **Crisis Communication** – Prepare messages for unexpected events and understand the best ways to communicate those messages. Our experts can audit your current crisis communication plan and/or create a whole new plan.
- **Focus Groups** – Gain valuable insight about how your brand is perceived through focus groups, which are recorded and/or presented live via virtual platforms such as Zoom. We craft the questions. We facilitate. We give you comprehensive reporting, insights and stats.
- **Surveys** – Craft online surveys deployed to specific audiences, producing in-depth reports that bring invaluable insight. We also can conduct phone-based and virtual interviews to gain deeper insight from select individuals.
- **Meeting Facilitation** – Guide the conversation and gain constructive feedback through meeting facilitation sessions. Our interactive platform allows your team to share views, opinions and thoughts directly from their laptops and smartphones.
- **Message Development** – Create messages you want to resonate with your audiences.
- **Surveys** – Gain valuable insight about your brand through audience surveys that are deployed to specific audiences, producing in-depth reports with introspect. Phone-based and virtual interviews help to gain deeper insight from select individuals.
- **Public Meeting** – Prepare for tough situations by learning how to answer hard questions from the public in a mock public meeting/town hall-style environment.
- **Social Media** – Use social media platforms successfully and effectively. We can even audit your current social media approaches and/or create a social media plan.
- **Communication** – Learn to speak effectively with co-workers and other internal audiences.
- **Video Production** – Produce training videos branded for your organization or company. Our in-house film division can lead the project from start to finish.