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FEI Presenting and Exhibiting at the 2019 Resiliency Services Showcase
Managing public relations with a comprehensive crisis communication plan

June 18, 2019, Milwaukee, Wis. — FEI Behavioral Health, a social enterprise with 40 years of history and a leader in workforce resilience from EAP and organizational development to workplace violence prevention and crisis management, will present at the **2019 Resiliency Services Showcase**. FEI is also sponsoring the event.

Organized by the Business Resiliency Professionals of Wisconsin in partnership with the Southeast Wisconsin Homeland Security Partnership, the Resiliency Services Showcase takes place on June 20 at the Kohl's Innovation Center in Menomonee Falls, Wis. FEI's Senior Director of Crisis Management Services, Vivian Marinelli, will present "***Managing Your Message: Maintaining Resilience with a Crisis Communication Plan***" at 11:00 a.m. CDT.

Addressing a crisis with a responsive communication plan is essential to organizational resilience. With the current 24-hour news cycle and advent of social media, companies no longer have the luxury of time when confirming information and waiting for internal clearances before issuing a public statement. Marinelli's presentation will discuss the development of a crisis communication plan including the identification of team players and their responsibilities; creation of message templates for internal and external audiences; development and dissemination of press releases; and appropriate utilization of social media.

In addition to Marinelli's presentation, Business Manager Michael Bugenhagen will represent FEI on the exhibition floor. Attendees are encouraged to learn more about FEI's array of crisis services and training opportunities.

Marinelli brings over 20 years of work in direct clinical services specializing in trauma and grief counseling to her position, which focuses on assisting individuals involved in critical incidents. She has been the principal architect in designing, developing and continuing to oversee a highly successful team of specialists focused on supporting the critical needs of individuals, families and communities during disasters. Marinelli is recognized as a subject matter expert in community and organizational emergency response and provides customized training for teams throughout the world. She holds a doctorate in clinical psychology and is a licensed psychologist in Wisconsin.

Please visit [Business Resiliency Professionals of Wisconsin](http://www.businessresiliencyprofessionals.com) for more information about the showcase or FEI's participation.

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FEI has a 40-year history in enhancing workforce resiliency by offering a full spectrum of solutions, from EAP and organizational development to workplace violence prevention and crisis management. One of the most successful social enterprises in America, FEI was created by the Alliance for Strong Families and Communities, a national network of social sector organizations working to achieve its vision of a healthy and equitable society. Visit www.feinet.com for additional information.