



## GRAND INSPIRATION

2017 IMCA ANNUAL CONFERENCE  
Scottsdale ▶ June 25-27

## GARY KIMBALL

*President  
Kimball Communications*



### ABOUT THE SPEAKER

Gary Kimball is president of Kimball Communications, a Philadelphia-area public relations agency he founded in 1995. Kimball and his agency team have led thousands of successful public relations campaigns on regional, national and international levels. Best known for business-to-business success in the insurance and banking industries, Kimball Communications has also brought consumer brands to the national stage.

With more than 30 years of experience in the public relations field, Kimball made his mark in crisis communications by helping organizations prepare for and respond to a wide range of situations, including financial crises, data breaches, corporate misconduct, natural disasters, bioterrorism threats, sexual abuse cases and more. He is a frequent speaker on crisis communications in a wide range of industries.

Before founding Kimball Communications, Kimball served in numerous senior public relations roles, including director of corporate communications at Independence Bancorp, a \$3 billion financial services company. During his tenure there, Kimball led an award-winning public relations, investor relations and crisis communications program.

A former journalist, Kimball has served as an adjunct professor of communications at Muhlenberg College and DeSales University. He was a long-time member of the Insurance Marketing & Communications Association board of directors and served on numerous committees. Kimball earned his master's degree in journalism from Boston University and a bachelor's degree in government from Colby College.

### PRESENTATION SUMMARY

#### **Crisis Communications: The Role of the Marketing and Communications Pro in Building Effective Strategies**

From data breaches and natural disasters to corporate misconduct, a crisis poses significant challenges for any organization and for marketing and communications professionals. Using case studies, this session will examine crisis communications strategies and tactics, including a practical guide to building and executing an integrated plan, establishing media protocols, communicating with customers, employees and other stakeholders, and using social media to communicate facts. The session will also analyze the role of insurance marketing and communications professionals in ensuring crisis communications are part of their organization's overall business recovery and emergency response plans and how to communicate these plans to all stakeholders.