



## **January General Session Meeting**

**Thursday, January 19, 2012**

8:00 AM to 8:30 AM - Registration and Networking

8:30 AM to 10:00 AM – Meeting & Presentation

Located at:

**Swiss Re**

**5200 Metcalf**

**Overland Park, Kansas**

### **Presentation:**

## **Disasters 2.0: The Impact of Social Media on Response & Recovery**

**Presented by: Adam Crowe, MPA, CEM**

### **Description:**

Social media systems like Facebook, Twitter, and YouTube have become commonplace everywhere from dining rooms to disaster zones. Because of the potential impact these systems have on disaster response and recovery, it is critical for emergency preparedness professionals to be knowledgeable about how these systems are utilized and how they can be used to improve communications, awareness and organizational resiliency. This presentation will cover the spectrum of tools available and discuss real-life examples of how social media has impacted disasters throughout the world.

### **Presenter's bio:**

Adam Crowe is a Certified Emergency Manager & Kansas Certified Emergency Manager and is Assistant Director of Johnson County Emergency Management & Communications. Adam has presented at the National Severe Weather Workshop, National Training & Exercise Conference, CSEEP Workshop and IAEM Annual Conference on issues related to social media & emergency management. He has been published in the Journal of Homeland Security and Emergency Management, Homeland Security Affairs Journal, and the Journal of Business Continuity and Emergency Response Planning. His book Disasters 2.0: The Application of Social Media in Modern Emergency Management will be released by CRC Press in Spring 2012.

**Please RSVP by Jan 16, 2012 at: [http://www.pepkc.org/meeting\\_registration.htm](http://www.pepkc.org/meeting_registration.htm)**

*If you are unable to RSVP via the website, please contact Sarah Keever at:*

*[sekever@dstdsystems.com](mailto:sekever@dstdsystems.com)*

# Partnership for Emergency Planning

For more information on PEP, please visit our website: [www.pepkc.org](http://www.pepkc.org)