



## **BABC's Litigation Section Invites You to a Special Presentation by Prominent Crisis Manager and News Commentator, Dan McGinn:**

### **Crisis Communications In a World of Instant Media**

#### **Speaker**



Dan McGinn is the Dean of Crisis Counselors in the US. For more than 25 years, Dan has been at the center of many of the highest profile corporate, legal, and government controversies. In just the last few years for example, Dan has been intimately involved in managing communications around the bankruptcy of GM, the dispute over sodas and obesity, the Penn State/Jerry Sandusky scandal, and a series of product liability claims in the pharmaceutical industry, among others. His business is based on word-of-mouth referrals and it is a testament to his experience and skill that he has been engaged by more than 100 law firms on behalf of more than 800 clients. In addition to his client-based activities, Dan is a noted observer of cultural and consumer trends who frequently presents his findings and insights to corporations, academic institutions, and trade associations. He is a sought-after commentator and trend analyst, having appeared on NBC's *The Today Show*, ABC's *20/20* and CBS's *The Early Show*, as well as being a frequent guest on CNN, CNBC, MSNBC, and Fox Business News.

#### **Summary**

Please join the Litigation Team of BABC for a special presentation, featuring a discussion with Dan McGinn on lessons learned from managing scores of high-profile crises. This course will be offered on two separate occasions and is approved by the Tennessee Commission of Continuing Legal Education for one and a half hours of CLE credits.

#### **Meet & Greet Cocktail Hour**

On Wednesday, February 20, attendees of both seminar sessions are invited to join us for this singular opportunity to network with colleagues and meet our speaker Dan McGinn.

**Wednesday, February 20, 2013**

Bradley Arant Boult Cummings LLP

Roudabout Plaza

1600 Division Street, Suite 700

**Thursday, February 21, 2013**

Simplex Healthcare

(training room, lobby level)

6840 Carothers Parkway

Nashville, TN 37203

2:00 p.m. to 2:30 p.m. - Registration  
2:30 p.m. to 4:00 p.m. - Seminar  
4:00 p.m. to 5:00 p.m. - Meet & Greet Cocktail Hour

Franklin, TN 37067

11:30 a.m. to 12:00 p.m. - Registration and Lunch  
12:00 p.m. to 1:30 p.m. - Seminar

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Seating is limited. RSVP by February 15.

**RSVP**

For questions, please contact Pam Wiener at [pwienier@bab.com](mailto:pwienier@bab.com) or 615.252.3515.

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