

# NEWS RELEASE

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## FOR IMMEDIATE RELEASE

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**Re: Crisis Communication: The Calm Before, During, and After the Storm**

LUBBOCK, Texas – The Lubbock Chamber will host a Crisis Communication panel at 11:30 a.m. on Wed., May 6 with three local experts.

Do you have a crisis plan and if so, when was the last time it was updated? Have you ever seen a mishandled crisis and asked yourself how you'd mitigate the situation?

The following panel: Chris Cook, [Texas Tech University Office of Communications & Marketing](#); Kim Davis, [Nomiss Communication](#); and Nancy Sharp, [The United Family](#) will discuss the importance of having a crisis plan while sharing tips and tricks to make sure businesses are prepared for the next crisis situation.

Those interested in attending must [register here](#).

For upcoming and recorded webinars, legislative updates and other resources useful to the Lubbock community visit the Lubbock Chamber's [COVID-19 website](#).

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*The Lubbock Chamber of Commerce represents almost 1,700 businesses and over 79,000 employees on the South Plains which accounts for over \$2 billion in annual household earnings in Lubbock and West Texas. Since 1913 the Chamber, as a catalyst for business growth; a convener of leaders and influencers; and a champion for a stronger community, has served as a unified voice of business by actively advocating for a pro-jobs, pro-growth, pro-business climate.*