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**KENYON ASSOCIATE DIRECTOR, CRISIS COMMUNICATIONS TO SPEAK AT
RESILIENCE THROUGH TOURISM SUMMIT**

Amman, Jordan, 11 June 2018 – Kenyon Associate Director, Crisis Communications Donald Steel will speak at the first regional Resilience through Tourism Summit in Amman, Jordan from 26-27 June. The international conference will bring together key stakeholders from the private and public sectors to discuss strategies for recovery and developing resilience, brand management for sustainable growth and effective communications. It will also look at regional and international case studies and shared best practices.

Steel, alongside other industry experts, will take part in a social media panel where they will share lessons learned on what and how to use technology. He will highlight the camera phone's effect on human behavior, most especially regarding incidents, and how professionals run the risk of miscommunication should they eschew the utilization of visual messages.

The [Resilience through Tourism Summit](#) focuses on building indigenous capacity. The Jordanian event will highlight the theory and practice of winning strategies that have resulted in resilience. They seek to understand the line between civil and corporate responses, what resources are available and the importance of private public partnerships when addressing destination perceptions. The objective of the event is to identify and agree on initiatives that will improve the travel experience for the traveler. Global figures in attendance will include tourism ministers and officials, journalists, public relations and media.

About Kenyon International Emergency Services

Kenyon is the international leader in worldwide disaster management, providing pre-incident crisis planning and post-emergency response services on behalf of the world's foremost companies. Privately owned, Kenyon remains the only firm in its business with a hundred year history, comprehensive resources, and experience in every type of mass fatality accident including aviation, industrial and natural disasters, war and terror attacks. Headquartered in Houston, Texas, Kenyon has offices or facilities in Sydney, Australia; Bracknell, UK; Santo Domingo, Dominican Republic; and Beirut, Lebanon. Learn more at www.KenyonInternational.com.