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FOR IMMEDIATE RELEASE

KENYON CEO PRESENTS AT IATA AMERICAS CONFERENCE

Houston, January 22, 2014 – Robert A. Jensen, CEO of Kenyon International Emergency Services, will speak at The International Air Transport Association’s (IATA) Americas Aviation Communicators Workshop, taking place in Miami, Florida, on 30-31 January 2014. The theme for the workshop is “Crisis Management, Industry Challenges and Social Media Strategies for 2014 and Beyond.”

Mr. Jensen will participate in a panel on Communicating in a Crisis along with a representative from the U.S. NTSB Public Affairs Office. He will also present a workshop in Crisis Management. Both will focus on recent examples from current events as well as lessons learned from extensive field experience. Topics include managing the political aspects of accidents, managing sensationalist reporting, inaccurate government reporting, and communicating messages to diverse audiences who may be receiving differing messages from government, traditional and non-traditional sources.

Mr. John Bailey, Kenyon Associate Director of Crisis Communications and Managing Director of Ketchum ICON, will also represent Kenyon at the workshop. Mr. Bailey will be presenting a case study on Crisis Communications and the Power of Social Media using examples from last year’s Asiana accident.

The guiding concept of IATA’s structure is “Global Development, Regional Delivery.” With that concept in mind, they created this Latin American-focused communications conference in Miami, bringing together industry experts in crisis management, aviation, airport management and government. There is no registration fee for airlines, airports, manufacturers and other industry partners. For more information and registration, please click here: [IATA Workshop for Aviation Communicators in the Americas Region](#).

About Kenyon International Emergency Services, Inc.

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 and facilities in Sydney, Australia; Bracknell, UK; Santo Domingo, Dominican Republic; and Beirut, Lebanon.

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