

FOR IMMEDIATE RELEASE

**Kenyon's CEO and Associate Director to Present in London
at CorpComms - Crisis Management Conference**

HOUSTON, TX - - Monday, May 16, 2016, Kenyon International Emergency Services' CEO, Robert A. Jensen and Associate Director of Crisis Communications, Donald Steel, are part of a remarkable line-up of speakers at the upcoming 2016 CorpComms Conference on 15 June in London.

Jensen's "Crossing the Bridge: The Human Response to a Crisis," will focus on the need for crisis management, legal and communications teams to work together to ensure survivors and families are treated with respect, rather than as the recipients of legally worded responses drawn up to limit liability. Emphasizing success strategies, Jensen will share how to avoid failing survivors and families by acknowledging what has happened – simple and straightforward, showing compassion, concern and human kindness without caveats or limitations, and providing practical information to those impacted.

Drawing on a real-life incident where an aircraft crashed on approach at the San Francisco International Airport, Steel, an international crisis communicator and former BBC chief spokesman, will present "How Social Media Dictates the Pace" — the importance of retaining control of the narrative in an era where the pace is driven by social media.

"Survivors and families rarely blame the companies for an accident at the outset, but will begin to change their opinions when information is sparse and support is minimal. It's really not what has occurred but rather the direct and indirect consequences of what has happened," stated Jensen.

For more about the CorpComm Conference, featured speakers, and registration, please visit www.corpcommsmagazine.co.uk/conferences.

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Kenyon International Emergency Services, Inc. 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.