SPEAKING ENGAGEMENT

Not “If,” But “When:” Prepping for and Managing Crises in Modern Cannabis | Bryna Dahlin

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Speakers: Bryna Dahlin

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Cannabis businesses have always faced distinctive challenges that can leave them vulnerable to public relations disasters-or worse. During the COVID-19 pandemic, these challenges became even more harrowing. The lockdowns skyrocketed demand and transformed consumer behavior and even regulations to online ordering, curbside pickup, and delivery services, interrupting supply chains amid stalled regulatory obstacles of state-by-state legalization efforts. This left many businesses out of luck, facing failure or acquisition. Now, only the best, most prepared brands can survive and rise to the top. A crisis left unmanaged could damage your brand's reputation beyond repair. In this unprecedented era of our industry, your organization needs a proactive crisis management plan at the ready-just in case. This panel will detail the steps you and your team can take to get ahead of the inevitable crises ahead: gaming out potential scenarios, identifying a response team, developing messaging, managing internal comms, and practicing proactive reputation management.

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