



## AGENDA – PANEL SESSION C

### Communicating in Turbulent Times

**April 26, 2022, 10:00 a.m. to 12:30 p.m. ET**

- 9:30 a.m. Session C webcast will go live for participants to login
- 10:00 a.m. Welcome Remarks by Panel Session C Co-Chairs  
**Kristin Hanson**, M.Sc., P.Geo.(Non-practising), FGC and **Kristina Small**, P.Geo.  
Introduction of 1<sup>st</sup> speaker
- 10:05 a.m. What's gone wrong with geoscience's public image and what needs to change?  
**Haydon Mort**, CEO and Founder, Geologize Ltd.
- 10:25 a.m. Introduction of 2<sup>nd</sup> Speaker
- 10:30 a.m. Misinformation and De-escalation on Social Media  
**Veronica Klassen**, Manager of "Beneath Your Feet: a Geoscience Blog", a part of the APGO Education Foundation
- 10:50 a.m. 10-minute break – please stay connected online.**
- 11:00 a.m. Introduction of 3<sup>rd</sup> Speaker
- 11:05 a.m. Reasonably "Grounding" Off-Duty Communications for Professionals  
**Omar Ha-Redeye**, Fleet Street Law
- 11:25 a.m. Introduction of 4<sup>th</sup> Speaker
- 11:30 a.m. The Importance of Values and Immediacy in Crisis Communications  
**Joanne Kearney**, Managing Partner, Smithcom
- 11:50 a.m. Q & A Session – Co-chairs and Speakers
- 12:30 p.m. Closing remarks by Panel Session Co-chairs  
**Kristin Hanson**, M.Sc., P.Geo.(Non-practising), FGC and **Kristina Small**, P.Geo.