

CRISIS TO CAPABILITY BOOTCAMP

For Corporate Affairs

A business case for approval — crisis leadership and practical AI capability, built for corporate affairs and communications leaders.

DATE & LOCATION

Washington DC · Oct 8, 2026
National Union Building
Washington, DC

FORMAT

9:00 AM – 5:00 PM, in person
One day, on site

INVESTMENT

\$1,925 early bird / person
Full session · through Aug 14

WHY THIS MATTER NOW

Communications and corporate affairs teams are navigating two pressures at once: rising organizational disruption and the rapid adoption of AI in day-to-day work. This bootcamp builds practical capability in both — not through lectures, but through a live crisis simulation and a hands-on AI workshop led by practitioners who have managed real corporate and political crises at the highest level.

WHAT THE DAY COVERS

MORNING · CRISIS SIMULATION

Facilitated by Scott Davies

A live, evolving crisis scenario with media scrutiny, operational disruption, & stakeholder pressure. Where teams make real decisions under pressure, then debrief on what worked and what didn't.

AFTERNOON · AI WORKSHOP

Facilitated by Kristine Grow

A practical, hands-on session on where AI genuinely creates capacity for communicators, where it introduces risk, and how to keep human judgment and brand voice in the lead.

WHAT ATTENDEES LEAVE WITH

- Practical crisis decision-making tools they can apply immediately
- Greater confidence leading through uncertainty and fast-moving situations
- A working framework for integrating AI into communications and workflow — without technical background required
- A peer network of professionals facing similar organizational challenges

LED BY

Scott Davies

Founder & Principal, Reign-Maker Strategic Advisory

Former CCO at a Fortune 60 company and a Cabinet-level Chief of Staff (Bayer, Aetna, Abbott, Pfizer). Has led crisis response for major product safety and reputational incidents at a global scale.

Kristine Grow

Founder & Principal, Grow Communications Strategies

Formerly of Aetna, AHIP, Arnold Ventures, Aramark. Has guided communications teams through every major technology shift of the past two decades, from social media to today's wave of AI adoption.

PRICING *Pay by credit card or invoice*

TICKET TYPE	EARLY BIRD	STANDARD
Full Bootcamp (Crisis Simulation + AI Workshop)	\$1,925	\$2,565
Crisis Simulation only (morning)	\$1,155	\$1,540
AI Workshop only (afternoon)	\$1,155	\$1,540