



PAST FUSION ACADEMY

The Public Affairs Science and Technology (PAST) Fusion Academy offers more than two dozen virtual/in-person training courses and workshops that address a wide range of communication and emergency public information topics – from media relations and risk & crisis communication, to social media technology and digital communication. All PAST course offerings are fully customizable and provide extensive hands-on learning opportunities. Argonne’s professional instructional cadre include experienced practitioners familiar with a wide-range of hazards and leading social scientists conducting cutting-edge research. PAST is uniquely equipped to accommodate students for a one-of-kind training experience.

TOPICS



Risk & Crisis Communication

The ability to effectively communicate risk and crisis information can have a positive effect on an organization’s reputation. Interactions with diverse populations are crucial elements of risk and crisis communication. Targeting the right audience and effectively communicating timely and relevant information call for applying calculated methodologies and strategies.

Media Relations

The complexity of media relations requires public affairs professionals to incorporate well-thought-out strategies and practices to be successful. Learning how to shape a news story, engage the public, and provide important information to target audiences on- and off-camera are necessary skills public affairs professionals should possess.



Public Affairs

Public affairs professionals need to be well versed in emergency public information as well as the broad range of non-emergency duties such as internal communication, event planning, reputation management, community engagement and outreach, community relations, risk communication, digital and social media, and media relations.

Social Media Technology & Digital Communication

Social media and related technologies provide opportunities to reach more people, more quickly than ever before. Their use has become a standard for gathering and disseminating information and engaging with audiences, for both routine operations and in emergency events, and require thoughtful strategies and approaches to maximize their value.



Public Information Technology & Digital Communication

Information technology has significantly influenced the way people communicate and the way that emergency information is disseminated, consumed and monitored. Communication professionals must engage stakeholders using new methods of communication such as smart devices and mobile applications to effectively get their messages out.

INSTRUCTORS



Learn from well-qualified, engaging instructors who have done and seen it all, having honed their expertise in crisis events of all shapes and sizes. Instructor backgrounds range from former and current Public Information/Public Affairs Officers with real-world practical experience in military and civilian settings, and academic researchers tackling some of the most important and challenging issues facing communicators today. The PAST Fusion Academy features as well award-winning news media broadcast professionals and video-journalists with many years of experience working in top media markets. Many instructors also teach for other organizations, such as FEMA's Emergency Management Institute and the National Disaster Preparedness Training Center. PAST Fusion Academy instructors are constantly honing their craft to deliver public affairs best practices and innovative state-of-the-art tools and techniques for effective risk and crisis communication.

IN-PERSON/VIRTUAL TRAINING

Faced with the pandemic in Spring 2020, the PAST Fusion Academy quickly and successfully adapted to more virtual training opportunities, and today offers both virtual and in-person training experiences. Particularly for Media Relations, the ability to confidently engage with the media in virtual and remote settings is a must, and this will remain a post-pandemic feature for all future training. When it comes to the best learning-delivery approach, Academy courses are always matched to the client's particular needs and budget, with options for two-, four- and eight-hour and multi-day courses online and in person. Going forward both virtual and in-person classroom training will continue to be offered.

CURRENT TRAINING SUPPORT

Argonne's PAST Fusion Academy regularly provides public affairs and communications training to a wide range of local, state and federal agencies, including currently to the Department of Homeland Security/Federal Emergency Management Agency, the U.S. Department of the Army, the Department of Energy/National Nuclear Security Administration, and their many program partners. Academy courses consistently record the highest levels of participation satisfaction, both for the value of the content and the quality of the instruction.



FOR ADDITIONAL INFORMATION

[Contact Us](#) | View PAST Fusion Academy [Website](#) and [Course Catalog](#)

Learn more about the [Exercise Training Network \(ETN\)](#)