

READY TO BEGIN
MAKING WAVES
IN YOUR PR CAREER?

APRIL 22-24

Western District Conference
www.westerndistrictconference.com



Denise Tyrrell
formerly of Metrolink

Denise is the former spokesperson for Metrolink who was in front of the news media for both last year's devastating Chatsworth train collision that killed 25 and injured 135, and the 2005 Glendale train crash that killed 11. Stories about both tragedies lingered for weeks with new angles and new information breaking almost daily, even hourly. Even with well-rehearsed crisis communications plans, such major catastrophes inevitably test a professional's skills and ability to stay cool under pressure. The Chatsworth story grew more dramatic as Metrolink quickly disclosed the cause of the crash -- action that soon created a political firestorm and led to a difficult personal decision for Denise.