When you pop a champagne cork, the bubbles of carbon dioxide form at tiny defects in the glass, join together, and explode upward when enough pressure builds. Crises usually start small the same way – and explode when the pressure builds to the breaking point. President and Co-Founder of Agnes + Day Inc., **Melissa Agnes** has helped dozens of global brands and government agencies deal with crises before that explosion, preventing and managing a wide range of issues before they become catastrophic. Her client list includes financial organizations, technology companies, healthcare organizations, government agencies, cities and municipalities, energy companies, global non-profits, and many others.

An effervescent personality herself, Melissa is a sought-after international crisis management keynote speaker. She travels the world speaking to organizations and audiences including NATO, Ministries of Foreign Affairs, Ministries of Foreign Defense, Ministries of Health, as well as a wide range of private and public companies, universities and non-profit organizations. She has had the honor of sharing the stage with members of the Ukraine government and the International Committee of the Red Cross.

A go-to source for the press, Melissa's recent press coverage includes *Forbes, WSJ, VIBE Magazine, USA Today* and more. Melissa is also a regular guest on the leading morning radio talk show, CJAD, where she is referred to as "the official crisis manager of the Tommy Schnurmacher show".

Melissa sits on the Board of Directors for the Online Reputation and Brand Protection Coalition, a non-profit organization dedicated to providing businesses with education, solutions, and advocacy to help them protect their reputations and brand online....

Testimonials

"Melissa's keynote presentation was an excellent start to a quite successful event. Thanks for the superb kickoff."

- Acting Assistant Secretary General for Public Diplomacy NATO HQ.

"Melissa proved to be highly effective in helping Domtar modernize its crisis management plan in the age of social media. While the fundamentals of good crisis management remain the same, Melissa helped us internalize how social media accelerates the speed and scope of how information is shared and public impressions are formed. As a result, we are better prepared to leverage the benefits of social media in a crisis situation, while avoiding mistakes and minimizing risks. Melissa accomplished this with a critical review of our procedures and plans, a customized exercise that engaged our entire team, and a thoughtful assessment of areas for continued improvement."

- Vice President, Corporate Services, Domtar.

Melissa Agnes

Speech Topics

- Virtual Keynotes
- TED Talks
- Technology
- Crisis Management
- COVID-19
- Branding