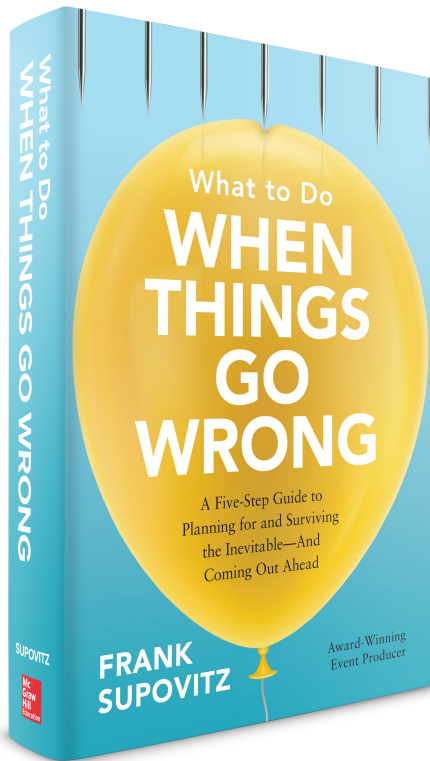


# From former NFL VP Frank Supovitz

## A proven five-step program for handling any crisis situation with skill and confidence



Business is full of surprises. No one understands this better than Frank Supovitz, who spent ten years making sure the Super Bowl went off without a hitch.

*What to Do When Things Go Wrong* provides the knowledge and insight you need to navigate your way through any problem. It shows how to think through all potential challenges and walks you through the five stages of working through every project: Imagine, Prepare, Execute, Respond, and Evaluate.

Things will inevitably go awry at some point—whether it’s a personal presentation gone sour or an all-out corporate crisis. That’s the nature of business. *What to Do When Things Go Wrong* is your roadmap to handling it in ways that make everyone a winner.

### About the Author



**Frank Supovitz**, has been at the helm of some of the world’s most prestigious, widely viewed, and well-attended sports and entertainment events. As the former Senior Vice President of Events for the NFL, he oversaw the meteoric growth of the Super Bowl and NFL Draft over a decade. Prior to joining the NFL, he led the National Hockey League’s Events and Entertainment department. In 2014, he launched Fast Traffic Events & Entertainment, an event management firm that produces the pre-race show for the Indianapolis 500 and the redevelopment of New York City’s South Street Seaport, among many other projects.

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