



**Presentation Title:** Internal Crisis Communication and Emotion: A Sense-Making Approach

**Liz Yeomans**

Liz Yeomans was Reader in PR and Communication at Leeds Beckett University, UK until her recent retirement. She is known for her research on emotions and emotional labour in PR which culminated in a monograph *Public Relations as Emotional Labour* (2019). While retired from full-time academia, Liz continues to undertake research on emotions and public discourse. This work has recently focused on covid-19 crisis communication. She currently leads a professional programme in change management and communication for the PR Academy.