

When “*It*” Hits the Fan...

We Have A Situation

When “*It*” Hits the Fan...

Handouts & Resources

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When “*It*” Hits the Fan...

5 Steps for Effective Crisis Communications

When “*It*” Hits the Fan...

Crisis:

A situation that escalates to the point that it can damage an organization’s reputation and revenue.

When “*It*” Hits the Fan...

Initial

Vulnerability

Assessment

What is your “It?”

When “*It*” Hits the Fan...

Smoldering Crisis vs. Sudden Crisis

- **Cyber attack - Loss of attendee data**
- **Sexual harassment allegations**
- **Speaker controversy - event protest**
- **Social media rants**
- **Bad presentation goes viral**
- **Meeting cancelled by a natural disaster**
- **Mass casualty accident, i.e. bus crash**
- **Shooting at event**
- **Food poisoning**

When “*It*” Hits the Fan...

Living
Plan...

Crisis Communications Plan

When “*It*” Hits the Fan...

Smoldering Crisis vs. Sudden Crisis

- **Gather information**
- **Confirm information**
- **Consensus from leadership team**
- **Share information**
 - **From main stage**
 - **Email to attendees**
 - **Email to non-attending members**
 - **Media if needed**

When “*It*” Hits the Fan...

Pre-written News Release Templates

When “*It*” Hits the Fan...

Speaking to the live event audience

Message blast by email to attendees

Message blast by email to association members

Media interviews if needed

Social media response

When “*It*” Hits the Fan...

Yearly

Media Training

When “*It*” Hits the Fan...

Yearly

Crisis Drill

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