



CRISIS COMMUNICATIONS

Crisis communications are an essential part of crisis management, which is the process by which an organisation deals with a sudden emergency situation.

How you respond to a crisis will be scrutinised as much as the issue itself. Handling things badly will compound the fallout, increasing the impact on your reputation and your organisation's ability to recover.

During a crisis, fast, responsive and transparent communication is crucial. People need to know:

- What has happened
- Why it happened
- What the organisation is doing to respond
- How they might be affected
- What their role is in overcoming the crisis

Having a pre-prepared crisis communications plan will help an organisation to issue statements, handle media enquiries and stay on top of social media comments swiftly and efficiently.

A robust crisis communications strategy also relies on good internal communications. Employees are key drivers of your reputation and are, effectively, on the 'front line'. Their actions, what they say and how they behave will have a significant impact on how your stakeholders and customers perceive the business.

The role of the corporate spokesperson is also critical to recovery. Media training will help to prepare business leaders to face the spotlight.



How Black Vanilla can help

Strategy and Planning

- Risk mapping and scoring
- Scenario planning, crisis triggers and escalators
- Stakeholder and audience mapping
- Key message development
- Tactics and implementation planning
- Drafting statements
- Social media strategy

Media Training

Our media training workshops help to prepare spokespeople for print, digital, radio or television interviews.

During the session we tackle the media agenda, how to prepare for an interview, controlling the interview and the specifics of television and radio. Our practice sessions are filmed for instant feedback and we work with a journalist for the most realistic interview experience possible.

Media training can be one-to-one or in small groups.

We also offer crisis management training and simulation exercises. Black Vanilla uniquely partners with a leading digital media and social media simulation platform which gives an unparalleled 'real-life' experience.

Crisis Communications Resources

- Live crisis communications management
- Media relations and press office
- Social media monitoring and management
- Copywriting statements, speeches, press releases and blogs
- Key message development

Issue Management

Crisis communications are not the same as issues management, which is the process of preventing a problem from becoming a crisis. Black Vanilla can advise on different strategies to help mitigate an issue.

