

INTRODUCING

Crisis Defense

Because the best defense in any crisis is preparation.

IT'S A MATTER OF WHEN NOT IF.

Someday, when you least expect it, “it” will hit the fan. Today’s brands and companies face public crises that spread more quickly than ever before, super-charged by the 24/7 news cycle and the speed of social media. The crisis will come without warning and can take any form:

- A newly built structure collapses, with fatal consequences
- Your trusted long-time employee embezzles millions of dollars
- One of your executives is the target of allegations of sexual harassment and abuse
- A customer secretly records and shares an employee belittling, berating, or mistreating another customer or employee
- A senior executive tweets a politically or racially charged message that goes viral

If you’re not prepared to deal with an unexpected event and the subsequent public outcry or backlash of a crisis, your brand or company could suffer more than just a hit to its reputation.

Clients could head for the exits. Top executives might lose their jobs. Advertisers may ditch you like a hot potato. The public could boycott your product or service with loud demonstrations, both on-site and online.

Sachs Media Group set the standard in helping companies as they communicate in a crisis, head off negative fallout, and protect their reputation, current projects, and prospective business.

Our Crisis Defense Solution will prepare and train your company in advance of a crisis – because in today’s fast-moving, hyper-connected world ... it’s a matter of *when*, not *if*.

HELPING COMPANIES **defend & protect** THEIR REPUTATION



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PR News
PR FIRM OF THE YEAR

Crisis Defense

Defending your reputation means preparing your organization for the inevitable.

Part 1. Crisis Communications Audit

Our two-stage communications audit consists of a deep dive and an insight-driven questionnaire. The deep dive reviews and identifies gaps in your existing protocols, procedures, and policies. In conjunction with the deep dive, you will complete a questionnaire that examines your preparedness for both common crises (for example, a cyber attack) and those unique to your business/industry. Together, these tools will pinpoint areas of vulnerability.

Deliverable: Gap and Vulnerability Report

Part 2. Message Map and Standby Statements

To keep your messaging consistent, we will develop a simple and effective internal message map, which will articulate main message components and the data points that support them. The easy-to-read format ensures that your team can quickly review and share your main messaging points and the supporting information to back them up. We will also develop standby “holding” statements that can quickly be tailored to address your current situation as more specific messaging is crafted.

Deliverables: One-page Message Map, Holding Statements

Part 3: Media Preparation and Training

During a half-day session, our seasoned pros will conduct media training to help sharpen your leadership team’s ability to react quickly to developments and make smart messaging decisions. Your team will learn such techniques as pivoting, blocking, bridging, and the art of commenting succinctly. These in-depth, hands-on trainings feature ample opportunity to refine messaging in a recorded on-camera mock setting.

Deliverable: A “best of” highlights video from mock interviews

Part 4. Crisis Communications Plan

You will receive a crisis communications plan specifically tailored to the distinctive needs and potential challenges your company may face. The comprehensive crisis communications plan will define tactics, spokespeople, key messages, holding statements, and other potential information that will be critical to your ability to successfully emerge from a crisis – including the value of proactive, positive messaging as you simultaneously work to resolve the crisis.

Deliverables: Crisis Communications Plan, Quick Response Crisis Plan, Positive Proactive Message Track

Part 5. Leadership and Staff Training

We will walk through the plan in detail with the CEO and leadership team. Our purpose will be to teach the team to train your organization’s staff about what to do in a crisis -- and how to avoid one in the first place.

CRISIS COMMUNICATIONS Five Guiding Principles

1. Prepare

Be ready before a crisis hits.

2. Implement

Break your own bad news.
Don’t lie.
Never say “no comment.”

3.. Stay on Message

Don’t wing it!

4. Communicate

Early.
Regularly.
Truthfully.

5. Drive the discussion

Correct the record
when necessary.

SACHSMEDIA
GROUP

THE BREAKTHROUGH AGENCY™