

Are You Ready for Your Next Crisis?

A proactive approach to crisis communication

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Goal of Crisis Communications

**Minimize the long term effects of
negative incidents on your business**

Crisis Assumptions

- **Definition: An unplanned event or occurrence that has the potential to significantly disrupt or have a negative impact on your business.**
- **“Unplanned” does NOT have to mean “surprise.”**
- **For most of us, it’s a matter of ‘WHEN,’ not ‘IF.’**

Proactive Approach

Before a crisis:

Plan crisis communication procedures and protocols.

AND

Develop a strategy for managing public attitudes related to the crisis.

The Communication Plan

- It's done.
- Wisconsin Crop Production Association has developed plan template.
- Available in March, 2008.

Managing Public Attitudes

Don't allow unplanned occurrences to be a surprise.

- Anticipate.
- Structured process -- Analyze operations to identify vulnerabilities.
- Involve people from around the organization.
- ONGOING activity.

Crises Anticipation Self-Assessment



Managing Public Attitudes

Think from the outside; identify “touch points.”

Identify potential issues related to the public's:

- Health and physical well-being
- Comfort, quality of life
- Financial concerns
- “Victim mentality”

Managing Public Attitudes

The public will not hold you responsible
for events beyond your control.

The public **will** expect that you:

- Understand and earnestly care about their stake in the crisis.
- Respond quickly and meaningfully.
- Know what to do to protect them or their interests.
- Tell them what's happening and what you're doing about it.
- Take reasonable measures to prevent a recurrence.
- Get it right if there is a next time.

Managing Public Attitudes

Use your assessment to:

Address operational “gaps.”

Develop messages.

Identify spokespersons—internal and external.

(BEFORE THE CRISIS OCCURS)

Managing Public Attitudes

Examine your ongoing brand communications

If a crisis occurs, there will be communication.

This cannot be the only time you are visible and accessible.

Crisis-specific “spin” won’t work.

Managing Public Reaction:

Ongoing Communications

Establish relationships with people and groups important to your business and your reputation.

Keep your networks engaged.

Think beyond “products.”

The Aftermath

- Evaluate accuracy of your anticipation process.
- Evaluate effectiveness of messages.
- Identify and address operational factors.
- Evaluate communications procedures.
- Follow up with stakeholders.
- Communicate about what happens next.

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