

# **Crisis Preparedness Communications Response**

By

**Jill Wykes**

**VP Customer Services  
& Corporate Communications  
MyTravel Canada**



# Crisis Preparedness Communications Response

*When a crisis happens you must immediately:*

- Investigate
- Acknowledge
- Take responsibility
- Take action
- Communicate, Communicate!!



# Crisis Preparedness Communications Response

## *1. Investigate:*

- What?
- When?
- Where?
- Who?
- Why?



# Crisis Preparedness Communications Response

## *2. Acknowledge:*

- The facts as you know them
- The extent of the damage/injury
- Feasibility of ongoing operations
- Infrastructure status
- Your plan of action



# Crisis Preparedness Communications Response

## *3. Take Responsibility:*

- Confirm the incident
- Confirm the action plan
- Confirm when and how you will communicate
- Work with emergency services i.e. police, fire, paramedics, as appropriate



# Crisis Preparedness Communications Response

## *4. Take action:*

- Mobilize emergency teams
- Establish incident control room
- Gather information, establish secure communications links
- Establish links with other parties involved



# Crisis Preparedness Communications Response

## 5. Communicate! Communicate!

- Identify stakeholders
- Verify all information
- Determine key messages
- Designate CEO/president as spokesman
- Publish emergency phone #s for public information



# Crisis Preparedness Communications Response

## 5. Communicate! Communicate! Cont'd!

- Establish and publish schedule of media briefings
- Do not run, do not hide!
- Continue to communicate progress of recovery



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