

ISSUES MANAGEMENT AND CRISIS PLANNING

Crises happen. Today, organizations face an ever-increasing range of risks from product recalls, cyberattacks, and data breaches to executive mismanagement, labor disputes, regulatory violations, and harassment and discrimination allegations. It's no longer a matter of if a crisis will hit, but rather, when and how? In a 24/7, hyper-connected, hyper-competitive world, it is more important than ever to be prepared with the tools and resources to manage the situation quickly and effectively to limit any potential damage to your brand and your reputation.

MWWPR approaches all crisis engagements with a foundation of traditional reputation management best practices and a fundamental belief that an agency's crisis capabilities are only as good as the counselors assigned to your project. The real-time information landscape requires a new level of readiness and a new approach, along with the commitment of a senior team that is practiced, capable and understands how each of your critical audiences can be impacted. At MWWPR, this is what we understand:



60 SECONDS IS THE NEW FIRST HOUR

We are living in a very different world, where *seconds* make the difference — not minutes, not hours.



TRADITIONAL MEDIA NO LONGER LEADS THE PACK

Consumers are often ahead of reporters, thanks to mobile devices, social media, etc. Each can carry messaging, inform opinions (accurate or not) and spread rumors instantly. Interim planning is crucial.



IT'S NOT ABOUT SPIN

In today's 24/7 media environment, and amid increasing consumer and shareholder activism, transparency is paramount. Issues can no longer be "spun" away.



GUILTY UNTIL PROVEN INNOCENT

Mass cynicism fueled by mishandled crises and the deterioration of public trust in corporate America has eroded the presumption of innocence. It's no longer acceptable to refrain from engagement. Stakeholders demand answers and companies need to be ready to provide them.



CUSTOMIZE THE STORY

Companies need to remember that a crisis impacts multiple stakeholders. Different audiences will be impacted differently and want to know what it means to them.

ISSUES & CRISIS TABLE STAKES

VULNERABILITIES ASSESSMENT

Identifying potential company risks and gaps in crisis communications protocol

CRISIS PLAN DEVELOPMENT AND PERIODIC UPDATE

Identifying spokespeople, procedures and implementing operational guidelines and quality control standards in the event of a crisis

TABLE-TOP EXERCISE

Testing the crisis communications plan and the team's effectiveness

WHAT SETS US APART:

MWWPR has evolved its traditional offering of vulnerability assessments, crisis planning and table-top exercises with a strong digital underpinning to include a suite of innovative digital tools and services that improve issues management, crisis planning and response effectiveness. This includes predictive analytics to anticipate issues before they escalate to a crisis; crisis plans conveniently stored at the tap of an app on a smart phone; and simulated training to ensure clients are well-prepared to effectively respond in a time of crisis.

PREDICTIVE ANALYTICS

By leveraging technology at the forefront of predictive analytics, we can anticipate how an issue or crisis will drive news coverage and social media commentary within minutes of the first stories or posts. Our goal is to enable clients to quantify media impact, determine which stories are important now, monitor emerging trending topics, and analyze long-term audience trends to predict what issues may rise to the top.

"MWWPR CRISIS NAVIGATOR" APP

MWWPR Crisis Navigator provides access to crisis plans at the tap of an app wherever and whenever you need it. The app presents plan content in an actionable format marrying the functions of a smartphone with the plan itself. The app provides your team members access to key contact directories, step by step procedures, checklists, incident forms, and links to external resources.

CRISIS SIMULATION

We bring scenarios to life, from the scrutiny of a crisis, to the unique demands associated with delivering quality customer service by producing high-quality situational injects for realistic application of your issues and crisis plan. At the conclusion of the exercise, we will work with your team to assess and recalibrate your plan based on outcomes and issues observed.

ONLINE REPUTATION MANAGEMENT

Online reputation management is crucial for companies and individuals to maintain control over their digital identity as the world increasingly relies on search engine results for information. Combining public relations, issues management and SEO expertise employs relevant and valuable content to create accurately portrayed search results that consistently top internet and news searches to withstand the tests of time and crisis, providing a permanent and preemptive solution.

ABOUT MWWPR

MWWPR knows that dealing with crises is daunting for any organization. We also know that the best action a business can take to navigate these stressful situations is to be prepared. With an impressive track record, we can bring the following experience to the table:

- Helped a leading global food company respond to attacks/campaigns by animal rights and environmental activists
- Created crisis communications plans for clients in the airline, automotive, food, hospitality, nutritionals, retail, technology and travel/tourism sectors
- Helped travel/tourism organizations across the US and abroad respond to natural disasters, terrorism incidents and criminal acts
- Provided labor relations/issues management communications programs for clients in the airline, automotive, gaming, healthcare, retail and transportation sectors
- Managed communications for a national retailer regarding a workplace violence incident that resulted in the death of multiple employees
- Served on the crisis go-team for numerous national and international airlines and dealt with a wide range of aircraft, employee, customer and industry issues

FOR MORE INFORMATION
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