

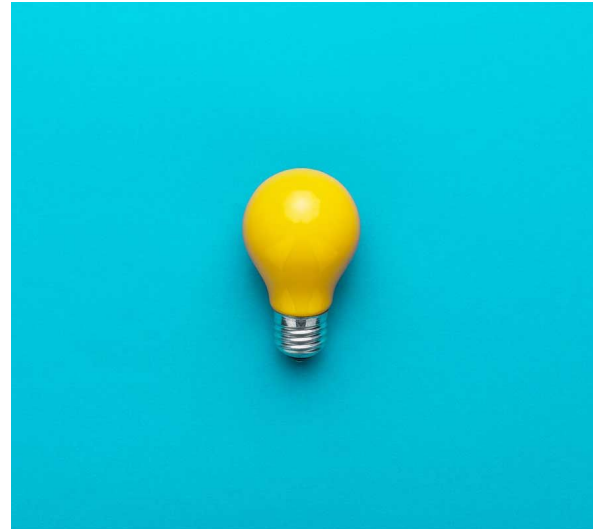
# Best Practice Crisis Communications

## Resource Kit

Thank you...

...for signing up for our best practice crisis communications resource kit. We hope it will help you face your challenges and get through this period.

We will be updating our resource kit and running new webinars so please keep in touch. It's all free, so please [signup for our monthly newsletter](#) or join our [Workplace Crisis Communications multi-company group](#) to get the very latest information.



## Crisis Management Webinar

[Watch the webinar here](#)

As crisis becomes our new normal, how do we ensure our communications are landing - both externally and internally?

We will take you through the core principles of how to effectively talk to your people and customers in this interactive webinar.

We will also take a look at what employees really to know about COVID-19, how much you should be sharing and how often.

The webinar was streamed live on Tuesday 31st March 2020

# Media Guide

Dealing with journalists can be a very daunting experience. This guide pulls together some key advice for working with journalists from press to online and TV.

The guide covers:

- Preparation
- Taking control in an interview
- How to make a headline
- What to do during your interview

[Download the media guide here](#)



A screenshot of a Facebook post from the 'Best Practice Crisis Communications' group. The post is by Caroline Watkin, posted 3 hours ago. The text of the post reads: 'Template for any video, post or update. This is useful for everything from team meeting updates to project progress and crisis updates.' Below the text is a graphic titled 'Basic template to adapt for any update' which lists 'the six Ps': 1. Progress, 2. Priorities, 3. Problems, 4. Praise, 5. Product launches / new initiatives, 6. People changes. The graphic has a pink background with the text 'the six Ps' in white. The post is marked as 'Seen by 1'.

## Join our community

During this crisis, we will do our utmost to support the community with best practice help and advice in our **Workplace Crisis Communications group**.

There's lots of 'microlearning' in the form of templates and top tips. As well as recommended reads.

You can also ask us questions in the group on the challenges you're facing.

[Join our multi-company group today](#)

## Complimentary Consultation Session

We want to extend an invitation to all our connections to call us for help and advice in this time of crisis.

You might find that you are now responsible for critical communications when that's not your area of expertise. Or you might just need someone to run your ideas past.

Connecting is critical at this time. Conversation can help. Reach out to us for a complimentary consultation session.

This can focus on your internal or external communications.

Call **Caroline** on 020 3051 6221 to find out more



## We can help you with...

- Bespoke Q&A and FAQs
- COVID-19 statements
- Rapid reactive positioning and media handling
- CEO and senior leader supported communications
- Workplace group structure and use
- Management of COVID-19 groups
- Content, style, quality and effectiveness of communications
- Communications if one of your staff tests positive for Coronavirus
- Communicating about suspected cases

Call **Caroline** on 020 3051 6221 or **Phil** on 07813 159019 to find out more