



**Thank You for Joining Us,
The Webinar Will Begin Shortly.**

Women And Technology Today Training:

Crisis Communications Planning The Keystone of Disaster Recovery Response

Course Instructor:

Adam Quilty

Director, Agility Recovery





- The Voice for Women in Business in our Nation's Capitol.
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- Advocates for and on behalf of women and minorities in business.
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National program from WIPP's "Women, Money and Opportunity: Powered by WIPP" series. The WATT program is designed to educate women business owners on strategies to accelerate growth by understanding technology investment, and how to manage it.

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Key Takeaways

- Identifying your organization's needs for an internal communication plan during disaster
- Developing an External Communications Strategy

Internal Communications Planning – Basic Principals

- Communication recovery requires integration into all recovery plans – IT, Business & Crisis
- Business functions are all about people, processes and technology – all of which require communication
- Make sure you quantify:
 - Risk
 - Impact
 - Needs
- Set expectations correctly
- Identify options before, during & after an interruption
- Gain & maintain management commitment



Internal Communications Practice – Key Element

- Reduce or eliminate mistakes and inefficiencies
- Enhance trust & faith in the organization
- Reassure Stakeholders
- Ensure efficient, swift recovery
- Protect organizational reputation
- Save time and money



Create a Crisis Communications Plan

- Develop a process to make sure all stakeholders (internal and external) are aware of decisions and expectations.
- Ensure redundancies independent of cell or terrestrial networks as much as possible (push, post, reply)
 - 24-hour phone tree
 - Password protected web page (centralized emergency status)
 - Previously Established Radio/TV/Print News Partners
 - Call-in recording system
 - E-mail/Text/Data Alert system
 - Walkie-talkies and/or satellite phones
- Manage customer and key vendor/partner communications.
- Prepare a media communications plan.
- Consider all your different audiences:
 - Employees
 - Clients
 - Community
 - Stakeholders
 - Media
 - Competitors



Starting Simple – Emergency Contact List

Create an Emergency contact list that includes:

- Home Phone
- Alternate Mobile
- Personal E-mail
- Family Contact Information
- Evacuation Plan
- Store Remotely/Online for Easy Access

Setup Alert Notification Program

- Explain Purpose
- Test Regularly
- Update regularly with any CHANGES to your organization
- Train New Hires



Online Communications – Social Media

- Post real-time status updates
- Direct clients/employees to alternate locations
- Provide emergency contact information & instructions
- Allows easy transference of information to other audiences
- User-Friendly, Searchable, universal applicability, stable platform



Online Message Boards

- Password Protected
- Provides Information
- Allows employees to provide status and location updates
- Virtual Meeting Place

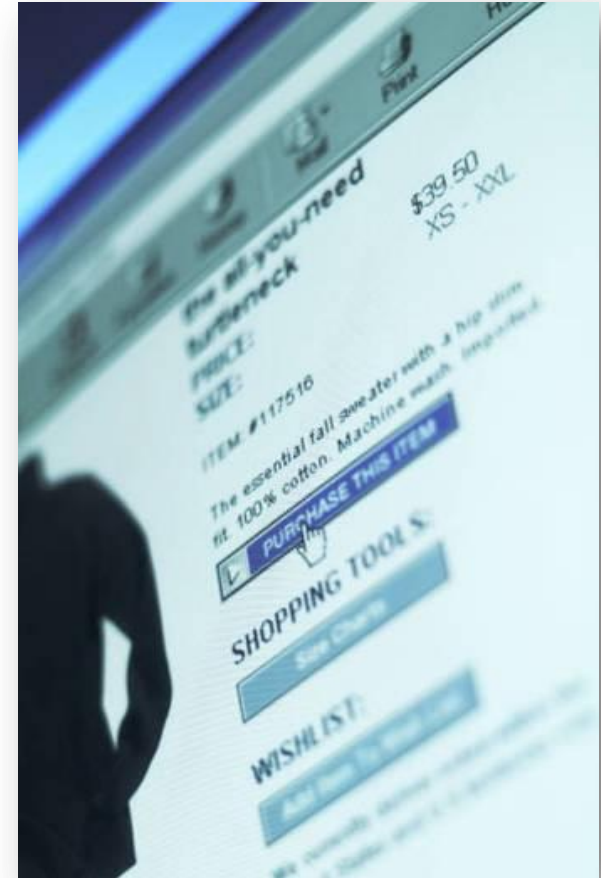
The screenshot displays the Google Groups interface. At the top, there is a search bar with the Google logo and a 'Search Groups' button. Below this, a section titled 'What can you do with groups?' features three icons: a speech bubble for 'Discuss online or over email', a notepad for 'Create rich, custom pages', and a calendar for 'Customize your look and graphics'. To the right, a 'Create a group in 3 steps' section lists: 1. Create an account, 2. Setup your group, 3. Invite people, followed by a 'Create a group...' button. The 'Explore groups' section includes a search bar and lists categories like Business, Computers, Sci/Tech, and Recreation with various sub-links. A 'Popular groups' section lists several active groups. At the bottom, there are links for 'Create a group', 'Google Home', 'Terms of Service', and 'Privacy Policy', along with the copyright notice '©2008 Google'.

Google Person Finder

The screenshot shows a Mozilla Firefox browser window with the address bar displaying <http://japan.person-finder.appspot.com/?small=no>. The page title is "Person Finder: 2011 Japan Earthquake". At the top right, there are language options: [日本語](#) | [English](#) | [한국어](#) | [中文\(简体\)](#) | [中文\(繁體\)](#) | [Português \(Brasil\)](#). The main heading is "Person Finder: 2011 Japan Earthquake". Below this, the question "What is your situation?" is posed. Two buttons are provided: a green button labeled "[I'm looking for someone](#)" and a blue button labeled "[I have information about someone](#)". Below the buttons, it states "Currently tracking about 163100 records." There is a section for "代替 URL / Alternate URL : <http://goo.gl/sagas>" and "[災害に関する情報 / Other Resources](#)". A "PLEASE NOTE" section states: "All data entered will be available to the public and viewable and usable by anyone. Google does not review or verify the accuracy of this data." At the bottom, there are links for "[Embed this tool on your site](#) - [Developers](#) - [Terms of Service](#)". The page is "powered by Google". The Windows taskbar at the bottom shows the Start button, several application icons, and the system tray with the time 6:31 PM.

Online Presence – Website Access

- Do you have remote access to your Web Site during an interruption?
- Consider hosting your website at an alternate location
- Post critical information on Home & Contact pages
- Provide employees, clients, customers and business partners with timely information about your organization during a crisis
- Ensure your site has contingencies for any potential SPIKE in traffic during emergency events



Voice – Phone Redirection

- Contact your provider to learn about phone redirection capabilities and implementation process.
- Develop a tactical response plan in the event of a phone outage.

Will you:

- Redirect lines to Voicemail?
- Redirect lines to Cell Phone?
- Redirect lines to second office or partner?

Redirection Strategy must be Flexible.



Voice – Phone Redirection

- Network services defined as:
 - E-mail
 - Accessing critical servers
 - Virtual Private Network (VPN)
 - Remote Services
- Recovery through Internet access
 - VPN access
 - Citrix
- Establish processes & plans to re-establish your network connectivity:
 - EVDO (cell phone data network)
 - WiFi / Wi-Max
 - Satellite
 - Microwave
 - Longer lead time offerings:
 - DSL
 - Dedicated Circuit



Implement the Plan

- Initiate recovery
- Redirect phone lines
- Set realistic timeframes
- Determine spokesperson(s)
- Show consideration toward employees
- Recognize that regional events can cause hardships



Opportunities for Success

- Be Flexible!
- Listen to Trusted Sources
- Involve your vendors
- Use your plan as a “guideline”
 - Enhance management’s decision-making ability
- Recruit support
 - Don’t do it alone



External Communications Strategy

- Establish a Crisis Communications Team
- Identify Spokesperson(s) & prioritization
- Train your Spokesperson(s)
- Establish a policy for employee interaction with Media, ON and OFF-SITE
- Ensure all Employees KNOW who the Spokesperson is



Steps for Proper External Communications

- Establish a Crisis Communications Team
- Plan for High Risk Crises
- Establish Holding Statements
- Establish Primary Means (channels) for Disseminating Information
- During Crisis
 - Collaborate with Team
 - Identify Key Talking Points
 - Respond IMMEDIATELY (react with assertiveness & direction)
 - Continually monitor situation and update response strategy



DOs:

- Understand it can happen to your organization
- Thoroughly train all employees on the media communications strategy
- Work to manage the media's access to your physical site
- Partner & establish relationships with Media representatives beforehand
- Be sure of facts, don't guess
- Provide an after hours contact to media for all inquiries
- It is OK to have prepared statements
- If appropriate, express genuine empathy
- Regularly monitor all accessible information sources for news or updates about your organization (particularly social media)
- Stay on message, and stop talking when you are done communicating your primary message



DON'Ts:

- Don't say something is "off the record"
- Don't allow members of your organization to say "No Comment."
- Don't attempt to answer hypothetical or "What if..." questions
- Don't state that "you don't know" the answer, instead offer to find the answer or complete information to the specific question for them and get back in touch
- Don't allow unlimited contact with employees



Questions?

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