



Crisis Communications Strategy

Protecting your reputation

Crisis Communications Strategy



We help you protect and even enhance your reputation, at the most critical times.

- How valuable is your reputation to your business?
- Could you cope if you were besieged by the media?
- Are you confident your chief executive could handle an aggressive interviewer?
- When did you last assess the risks to your organisation?
- Will you be able to keep your business running during the crisis
- Do you have a crisis communications strategy?

We provide you with the tools to manage the unexpected and the skills to deal with the media if the worst should happen.

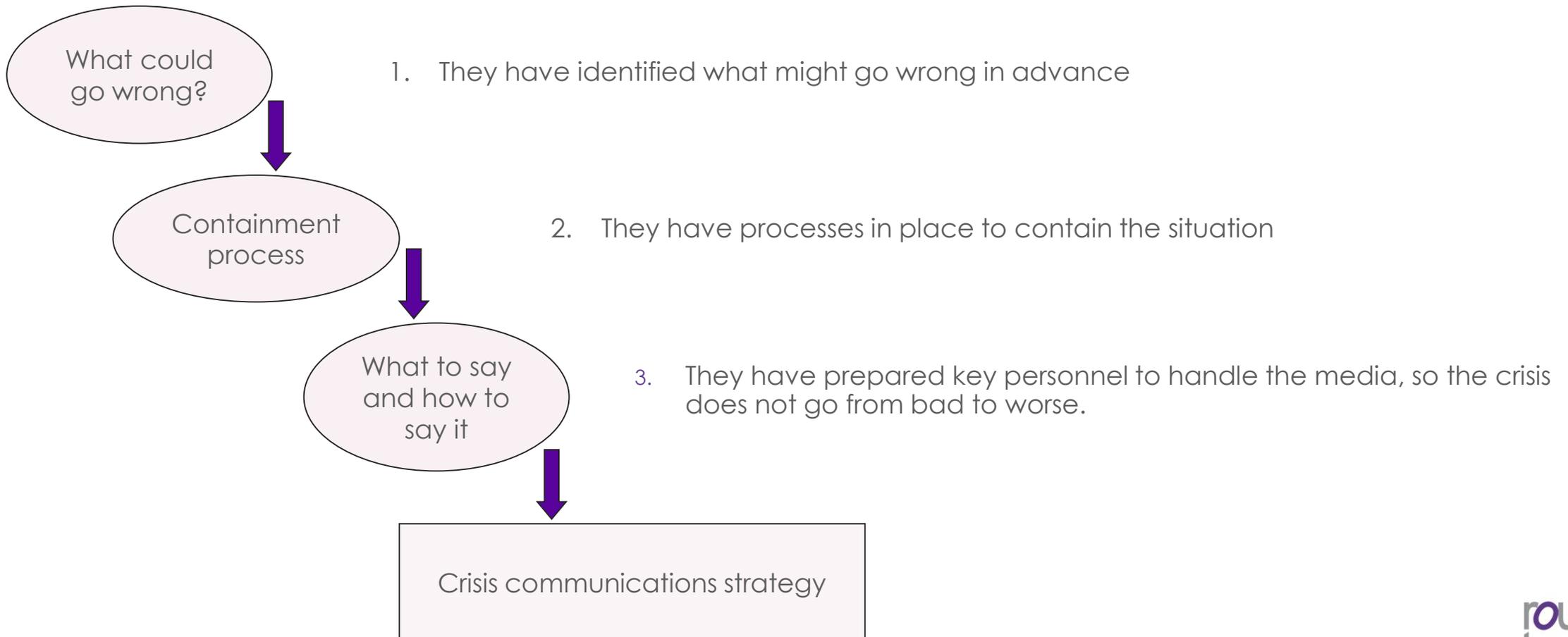
"Preparing senior executives to handle the toughest questions around a difficult redundancy project, Rough House provided calm and cool analysis, sharp and insightful questioning and have left our clients feeling ready for the challenge ahead."



How do companies cope with a crisis?



Companies that cope well with a crisis have invested time and effort in three activities:



Three stage process



Stage one:

- Brainstorm the issues specific to your business
- Group them together into key categories
- Prioritise the most damaging and tackle them first

Stage two:

- Establish a chain of control
- Develop a communication blueprint
- Plan for business continuity

Stage three:

- Refine your key messages
- Discover how to handle the demands of the media
- Experience rigorous practice interviews

Team involvement



We will work with teams throughout your organisation to ensure their buy in:

- **Your senior team** will identify the areas of risk
- **Your operational team** will contribute to the containment plan
- **Your spokespeople** will undergo rigorous training to build their skill and confidence

Each member of your organisation will receive a straightforward briefing document to make sure the process works in practice.

Outcomes



Our crisis communications strategy will provide:

1. A shared understanding of the issues that could bring your business into the spotlight
2. An operational plan to follow if the worst should happen
3. Competent spokesmen, trained to deal with the media, with clear messages to deliver

We are experienced in working with top teams to manage crises and our interview training is run by current journalists experienced in all areas of the media.

About us



- Specialists in risk assessment, strategic planning, crisis communications & training
- Communications expertise to develop key messages
- Experienced journalists to prepare your team
- Bespoke service tailored to meet your exact needs



Additional options



- Crisis simulation exercises
- Guidance, call handling capacity & PR support in event of a crisis
- Continual review and ongoing support: quarterly updates to ensure plan is fully implemented, staff are up to date and key messages reviewed and revised as necessary)
- Crisis communications packages

Crisis communications packages



Premium Package

- 24 hour telephone support for emergencies & crises
- Strategic advice on your response
- Key message development
- Statement and press release writing
- Quarterly review of your crisis management plan

Optional extras

- Regular refresher crisis communications training
- Press office support in the event of a crisis

£2,000 per year

Standard Package

- On call in business hours Monday-Friday
- Strategic advice on your response
- Key message development
- Statement and press release writing
- Bi-annual review of your crisis management plan

Optional extras

- Regular refresher crisis communications training
- Press office support in the event of a crisis

£1,000 per year

Our crisis communications packages provide peace of mind.

If a crisis strikes, there is expert support on hand

Contact us

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