



# Webinar Wednesdays

## Building an effective communications plan

[navigateresponse.com](http://navigateresponse.com)

07 2020

# PREDICTING MEDIA INTEREST



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Is the situation highly visible?

Does the incident connect to a larger story?

Could people (beyond immediate stakeholders) feel “impacted”?

Are there recognisable names involved?

# ACTIVATE

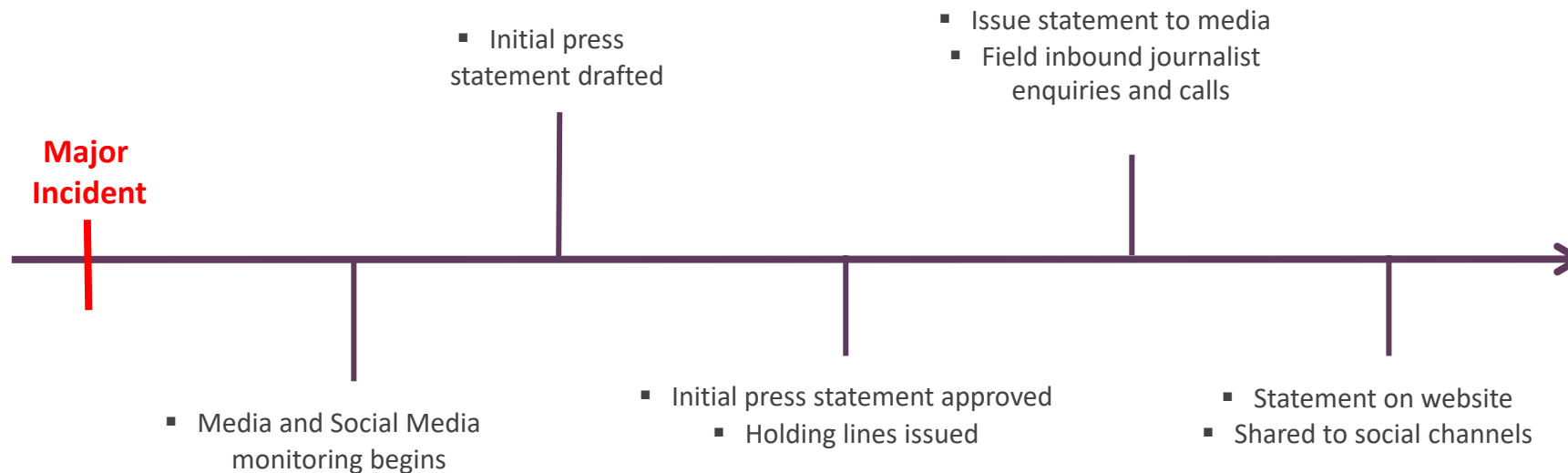
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- Who are you contacting?
  - Are you activating an agency or other external resources?
- How are you contacting them?
  - Phone? Skype? Whatsapp? Email?
- Where is their information stored?
  - Hard Copy?
  - Cloud based?

If your response never gets going, you will never catch up

# INITIAL ACTIONS CHECKLIST

- Simple, clear, to the point
- Focus on immediate objectives – the ‘golden hour’





# THE RINGMASTER?



# APPROVALS PROCESS

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- If multiple sources need to approve, what is their input?
- Who has ultimate sign off in cases of conflict? Why?
- Who is responsible for ongoing approvals? DEPUTIES
- SPEED

# MEDIA RESPONSE

- Connecting with the right journalists
- Tracking and triaging enquiries, do you need additional resource?
- Where are you hosting the media? Where would you run a press conference?
- Who are your spokespersons? Are they right for this incident? Have they been trained?

# DIGITAL RESPONSE

- Website access - single source of verifiable information
- Social media accounts
  - Access
  - Approvals
  - Volume
- Customer queries and email traffic

# UP FRONT WORK

- Templates
  - Press Release
  - Letters to authorities
  
- Anticipated QA
  - Have you received input from everyone on this?
  
- Stakeholder mapping
  
- Practice your plan!





## CONCLUSION

- What needs to be done – checklist
- Who's doing it - resource
- Get ahead – templates etc.



URCHARD  
**NAVIGATE**  
RESPONSE  
A WTT GIBBENS COMPANY

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Thanks for joining us!

[dustin.eno@navigatorresponse.com](mailto:dustin.eno@navigatorresponse.com)  
[tom.adams@navigatorresponse.com](mailto:tom.adams@navigatorresponse.com)

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