

## **For Immediate Release** **Businesses Need To Start Crisis Planning For December**

With the festive season almost upon us, all companies are advised to ensure that they have updated their PR crisis communication plans.

Shopping centres, cash-in-transit companies, banks, logistic companies, passenger transportation organisations, utility suppliers, fuel retailers and security companies have an elevated chance that they could be involved in a crisis situation.

“As companies and businesses deal with their last push for business, they are advised to ensure their PR crisis communication plans are updated with all eventualities that they may face and be required to communicate about,” says Evan Bloom, MD of the Crisis Communications Consultancy. “It is unfortunate that criminals and unscrupulous individuals will try whatever is necessary to get their hands on valuable goods. In addition, those organisations providing critical services to the public will come under increased pressure to deliver and this raises their risk profile.”

Bloom advises companies to go through a vulnerability and scenario planning exercise. “It is only once these two exercises have been completed that businesses and organisations can identify their risks and what scenarios, however far-fetched, they need to prepare for,” he adds.

November is also a perfect time for PR crisis exercises to be held. “To test their readiness and how they would be able to react to a situation, we recommend that companies and organisations take at least five different scenarios and hold PR crisis exercises that would involve their crisis team. The outcome would show what areas are ready for a PR crisis and what areas need improving,” continues Bloom.

In any PR crisis, the media are almost certainly going to cover the events as they unfold. “In light of this, it must be ensured that company spokespeople and the crisis management team must be media trained and know how to communicate the most appropriate message for each media interview type,” adds Bloom.

Companies that host financial information such as credit card numbers on their databases are also advised to update their enterprise risk and security parameters to reduce the chances of personal financial information from falling into the wrong hands.

“Finally, companies that have a business continuity service are advised to ensure that their plans are in place and up to date should they need to activate these plans due to any eventuality,” concludes Bloom.

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