

EXPERTS TEAM UP TO PROVIDE CRISIS MANAGEMENT TV SOLUTION

Crisis management specialist Crisis Communications Consultancy has joined forces with corporate media and information television provider Global Access to offer a crisis management television solution for companies in South Africa and its neighbouring territories.

“The offering will make it possible for companies to communicate with their stakeholders within one hour of any crisis situation that may impact the organisation,” says Evan Bloom, MD of Crisis Communications Consultancy. “This makes it the only solution of its kind available to corporate South Africa at a time when communication is fundamental to the growth and survival of any business.”

Rick Grantham, MD of InformationTV at Global Access says the two companies formed the alliance to offer their combined skills to the corporate sector. “Global Access has the airtime, production skills, facilities and capacity to take information, convert it into a visual format and broadcast it to any audience, anywhere, anytime, while Crisis Communications Consultancy is the only dedicated crisis management company in the country.”

The team will make available – typically within 60 minutes, always within four hours – a TV studio, including set, camera, sound and lighting facilities, establish the satellite link, and broadcast in South Africa and certain locations within the SADEC region.

Global Access has the ability to broadcast to any venue in South Africa that has a DSTV decoder, providing it has the DSTV smart card number (The card is found in the front of the decoder). In preparation for crisis broadcasts, an audit of potential venues will be carried out and DSTV smart card numbers collected for these venues.

“We can easily collate DSTV smart card numbers for decoders at hotels nationwide, making it possible for us to use conferencing and banqueting facilities at these hotels as crisis management command centres where stakeholders can gather,” adds Grantham. “Companies in the midst of a crisis situation can hold their briefings at these venues and implement regional crisis management strategies.” Grantham notes that the offering is in line with Global Access’s drive to expand its services to the corporate media market.

According to Bloom, one of the greatest advantages of the solution is that an organisation in crisis can communicate the same message nationally to all stakeholders – employees, unions, suppliers and shareholders – at once, ensuring consistency of communication across the board in a format that everyone can understand, the spoken word. The message can also be repeated. This takes crisis management to the next level and is especially important for supply chain-focused companies who are heavily dependent on semi-literate and illiterate employees. The solution can also be used as an emergency training medium in the event of an occurrence that requires specific corrective action to be taken, such as a product recall, for example.

“The best crisis management methodology dictates that a crisis plan must be in place before any actual crisis occurs,” says Bloom. “Our services will include a vulnerability audit, scenario planning, a crisis plan, a communication strategy, crisis exercises, extensive media training, a crisis post mortem, and crisis management consulting for the duration of the disaster or emergency.”

Further media information:

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