



2023

CRISIS RISK ASSESSMENT

Be Prepared for a Public Relations Crisis Before It Happens

Situation:

Research shows less than 50% of CEOs feel their brands are prepared for a major crisis. It's critical in today's media environment, where headlines spread globally in an instant, that brands have comprehensive crisis communications plans in place that address the most likely crisis scenarios facing their business. Just one crisis can have devastating consequences for your brand for months or even years.

Opportunity:

Crisis mitigation starts with preparation.

As leaders in travel, tourism and hospitality public relations, our crisis communications experts are uniquely qualified to identify which issues present the greatest risk to your brand. Our team will:

1. Perform an extensive Risk Analysis, auditing your organization's past crisis responses and current crisis communications plans while measuring brand sentiment and analyzing internal and external risk factors that can damage your brand's reputation.
2. Create a critical issues map and key that identifies and categorizes crisis risks by level of severity and their likelihood to occur.
3. Develop a new or adapt an existing crisis communications plan, upon request, that addresses how to handle critical issues when they arise and how to recover from them.



We will examine internal and external factors, including but not limited to:

- Brand sentiment held by key stakeholders
- Natural disasters and threats from climate change
- Sustainability promises vs. reality
- Pending litigation
- Labor issues
- Customer service issues
- Problematic partnerships and sponsorships
- Geopolitical factors and human rights issues
- Crime and policing
- Diversity, equity and inclusion plans, policies and brand promises
- C-suite and board member public statements, private investments and affiliations with political organizations and candidates
- Pop-culture trends and current events

Results:

The results of our Risk Analysis will be provided to you in a full report, inclusive of a critical issues map with corresponding key, and recommendations for next steps to best prepare your business to address these scenarios.

To inquire further about how our crisis experts can help you, contact:

Andrea Braunstein, Vice President & Director of Crisis Communications at
abraunstein@njfpr.com

Crisis Services:

We offer a full suite of crisis communications services to complement our Risk Analysis.

- Development of crisis communications plans (or review and adaptation of existing plans)
- Development of Crisis Playbooks
- Crisis management team training session
- Spokesperson media training
- Crafting of press releases, internal and external statements and executive speeches
- Proactive and reactive media relations
- Traditional media and social media monitoring and reporting
- Creation of dark websites
- Social sentiment reports

About MMGY NJF

MMGY NJF is the North American public relations, social and experiential marketing practice of MMGY Global. As marketers specializing solely in travel and hospitality, we help put brands on the map and navigate their narratives through innovative thinking, creativity and strategy.

MMGY NJF's boutique services and integrated approach are rooted in a long-standing history of building relationships, uncovering emerging trends and developing creative solutions to tell client stories.

For more information, visit www.njfpr.com.