

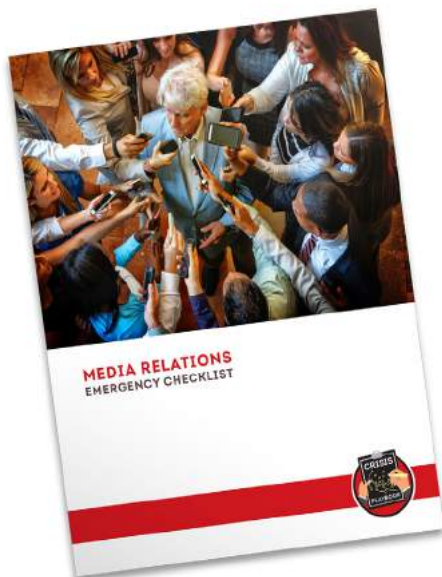


CRISIS PLAYBOOK OFFERS READY-MADE AND CUSTOM CRISIS PLANS BY EXPERIENCED CRISIS MANAGEMENT AND COMMUNICATION EXPERTS.

**D**eveloping custom emergency plans for your organization is an expensive and time-consuming proposition.

That's why we've developed a comprehensive set of emergency plans that you can put to immediate use within your organization.

Our plans were written by battle-tested experts in crisis management, corporate security, and crisis communications. Access to expert advice and support is also available on a 24x7 basis.



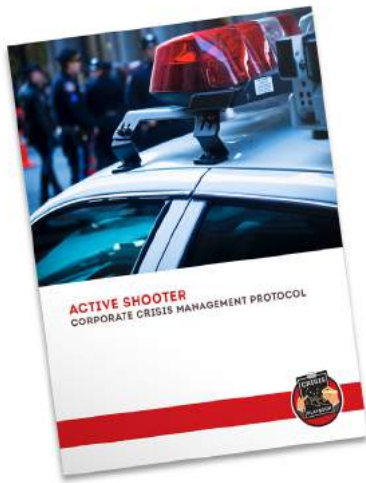
## WHAT'S IN OUR PLANS

### EMERGENCY CHECKLIST

Our emergency checklist is an execution-focused guide intended for use at the location of a crisis situation, such as a retail store, a school, or a branch office. The checklist is intended for the local leader to execute step by step in the event of an emergency. It focuses on steps required to protect the local staff, visitors, and facility until additional leadership guidance from a corporate leader is available.

**HOW TO  
LEARN MORE**

Learn more and get a free emergency checklist  
by visiting <http://crisisplaybook.com>.



## CORPORATE PROTOCOL

For more complex situations, corporate protocols are a resource for senior leaders or crisis managers to lead your team step-by-step through an assessment of the threat or incident. This will position your organization to get in front of the issue and protect your team, customers, and reputation. The protocols provide support to impacted location(s), prevent additional pressure on the broader company, and ensure the crisis and communications functions are integrated. Includes a simplified crisis management framework, communications checklist, templates, holding statements, and an after-action process to capture lessons learned.

## COMMUNICATIONS RESPONSE

During a crisis, time is of the essence. External and internal audiences expect to hear from your organization in record time. Early and consistent communication is important to keep key internal and impacted audiences informed. When media calls, do you know what to say? Our plans ensure a coordinated response, providing internal and external messages in complex crisis situations. Plans include holding statements to use before, during, and after an incident. Post-incident messages are included to provide guidance to your organization's leaders following an incident, a component of crisis communication often overlooked.



## THREE TIERS OF PLANS

*We offer three distinct tiers of plans, each offering additional capabilities and customizations.*

### BASIC

Includes branded version of the Crisis Playbook plan as an Adobe PDF. Plans contain the corporate process, communications response, and emergency checklist unless otherwise noted.

### ENHANCED

Enhanced plans are helpful for organizations that want to customize or build on the content. This may include adding specific roles, organizational charts, branding, or supplementing plans with additional

steps unique to your organization. This version contains the same information as the Basic offering in an editable version (Word, Powerpoint).

### CUSTOM

The Custom plan includes the same content as our enhanced plans, plus customization by our experts. Includes 12 hours of virtual consultation where we will work with your team to understand your needs and edit the plan accordingly. The Custom plan will be delivered in an editable format so that you can continue to make changes, improvements, and updates as your needs change over time.

## AVAILABLE CRISIS PLANS

- Active Shooter
- Blood & Bodily Fluids
- Building Threats
- Chemical Spill / Exposure
- Civil Unrest
- Earthquake
- Elevator Entrapment
- Evacuation
- Fatality
- Fire
- Flood
- Food / Product Recall
- Hurricane
- Media On-Site
- Medical Emergency
- Protest
- Robbery
- Tornado
- Utility Problem
- Violent Attack