

crisis communications planning and issues management

Even the most solid companies can fall victim to a crisis. How your organization responds can mean the difference between success and failure. At **dovetail solutions™** our goal is to help you minimize the impact of issues that can threaten your success, and that starts with preparation.

Though you can't always see what's coming down the pike, you can plan for the possibilities.

Key elements of the dovetail solutions crisis communication plan include:

- Establishing clear and concise objectives
- Outlining potential crises or issues
- Creating key messages in response to each scenario
- Developing template background and media materials
- Writing a detailed plan of action for each situation, including
 - Establishment of a crisis response team and notification system
 - Outline of operational procedures
 - Outline of communications procedures for internal and external audiences (employees, media, community stakeholders, government officials)
- Establishing post-crisis procedure
- Media training and mock crisis training to ensure effective execution

While preparation is key, **dovetail solutions™** is often engaged by clients already dealing with a crisis. With more than 17 years of collective experience managing a wide range of issues for clients, we can provide the following support to help you weather the storm:

- Situation assessment and short-term planning
- Key message development
- Media materials development
- Issues-related media outreach and response
- Issues-related outreach to government and regulatory officials
- Grassroots community outreach and stakeholder engagement
- Medium and long-range strategic communications planning to help rebuild reputation

Call us today to learn more about how **dovetail solutions™**
can assist you with your crisis communications needs.

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