NEWSLETTER

CRISIS COMMUNICATION FOR EVENTS

As the New Year began, so did the fetes and parties in Trinidad and Tobago. During this time, Event Promoters and Event Management Teams, plan for each fete to be hosted at the perfect venue, select Caterers who will serve mouth-watering food and book Entertainers who are guaranteed to move an anticipated and excited crowd. While the list is deemed as important, so too must the health and safety of the patrons. For the public, the priority at carnival events, is to have fun and enjoy the experience. For you, the organizers, the aspect of health and safety must be at the forefront to ensure a good customer experience.

The 'golden rules' of crisis management are to prevent damage to the organization's reputation, restore calm and stability, return the company to its normal operations as quickly as possible, and ensure that people are safe. Included is a non-exhaustive checklist for professionals and persons engaged in planning and executing events and festivals to enact.

A crisis communications plan is a crucial element of any disaster plan. When fully implemented and adhered to, this guide can help you to quickly contain the crisis and recover from its impact. TND Communications is committed to helping individuals and organizations protect their brand's reputation before, during and after a crisis. Therefore, each quarter, we will introduce to you, our audience, through our newsletter and social media platforms, tips and guidelines on how to be proactive before a crisis, as well as, to manage the risk and the flow of communication between the organization, stakeholders, media and the public.

CHECKLIST

- Analyze the risk.
- Identify who your chain of command is on your crisis team.
- Create an emergency contact list.
- Conduct simulation or mock exercises of incidents that are likely to occur & how you will respond.
- Create an internal communications plan for communicating with employees.
- Create an external communications plan for communicating with the media & the public.
- During the crisis, keep your messaging clear & to the point.