

[WORKSHOPS] CRISIS COMMUNICATIONS

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JOANNE

WHAT LESSONS HAVE WE LEARNED?

...WHAT HAS BEEN YOUR TOP CRISIS COMMUNICATION LEARNING FROM COVID?



AVE

THE CCN NORMALLY MEETS TWICE A YEAR...



...IS A CAMPAIGN ON PSYCHOLOGICAL RESILIENCE!

GEORGE

QUOTE OF 2020

"YOU'RE ON MUTE!"

...AND... THE 24 HOUR NEWS CYCLE ...AND...



WE HAVE A VERY FRAGMENTED MEDIA TODAY

...BUT THE NATURE OF CRISIS HASN'T CHANGED!

YOU CAN'T PLAN FOR EVERYTHING... BUT STILL PLAN!

CONCERN,
ACTION,
PERSPECTIVE!

DON'T ESCALATE THE CRISIS!



YOU MAY NEED TO CHANGE YOUR MODUS OPERANDI!

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WE MANAGE THE CRISIS RESPONSE!

BENDY BANANAS
PEOPLE SHARE FAKE STORIES BECAUSE THEY DON'T LIKE THE EU...

THIS IS THE FIRST CRISIS SINCE WWII THAT'S BIGGER THAN US!

PETER

INSTITUTIONS CAN SURVIVE WITH BAD COMMUNICATIONS!

...OR ARE AFRAID!

ANTI-VAXERS

WHAT YOUR TARGET GROUP FEELS...

...IS MORE IMPORTANT THAN NUMBERS!

YOU NEED TO SPEAK TO THE EMOTIONAL BRAIN

... YOU NEED TO KNOW HOW PEOPLE FEEL... AND WHAT INFORMATION THEY NEED!

Q&A

**YOU CAN'T JUST TELL PEOPLE WHAT TO DO...
...THEY NEED CANDY!**

WHEN YOU EMPOWER PEOPLE...

... HOW DO YOU MANAGE THE CRITICISM?

**YOU NEED TO...
...ENGAGE WITH THEM!**

...AND LISTEN TO THEM!

...AND UNDERSTANDING & COMPASSION!

THIS YEARS MISTAKES?

YOU SHOULD TRACK FNCs...

FREQUENT NASTY COMMENTS!

NATIONAL VS REGIONAL!

SCOTLAND DID BETTER THAN ENGLAND!

HAS COVID LED TO A CRISIS OF COMMUNICATION AT EU LEVEL?

WE COULD HAVE PLANNED FOR THE PANDEMIC!

... BUT WE DIDN'T!

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