Crisis Communications Scout Coach Crash – July 2010

DRAGONBOATINGDR

...EVERYDAY ADVENTURE

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What happened?

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- A multi vehicle Road Traffic Accident
- In East Coast Canada
- 102 Scouts involved in 2 coaches
- All on a slow news day!



The plan

• No one size fits all solution for crisis situations

- Buy some time
- Assign clear roles
- Get the facts right and get them out quickly
- Keep the lines of communication open



The first 24 hours

- Things move fast
- Clear and accurate information
- Brief relevant third parties
- Broadcasters and PA First
- Provide regular updates



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Return Home





As events unfold

 When things get better (or change) let people know! - PA & BBC

RAGONBOATINGDR

- Look for the next action point and plan for it
- Think about one story locally and nationally
- Brief people on the ground They will be door stopped



Results

MGM

 Lots of work but a great success – don't forget your messages

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Systems

NGBRASSBANDS

- 24 Hours call system
- Plan a side of A4
- Flow of resources
- Trust of CEO and senior management

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Review

