

...EVERYDAY ADVENTURE

...ING BANDS BOULDERING BRASS BANDS BUNGEE RUNNING DRAMA FENCING ...  
... STACKING CYCLING DINGHY SAILING DRAGON BOATING ...  
... ROPES HIKING HORSE RIDING HOVERCRAFTING ICE CLIMBING JETSKIING JUDO KARATE KARTING ...  
... OTTING MICROLIGHTING MOTORSPORTS MOUNTAIN BIKING MOTORCRUISING MUSIC NARROW BOATING OFFRO...



# Crisis Communications

## Scout Coach Crash – July 2010

Simon Carter – Assistant Director, Media Relations  
Andrew Thorp – Media Relations Officer



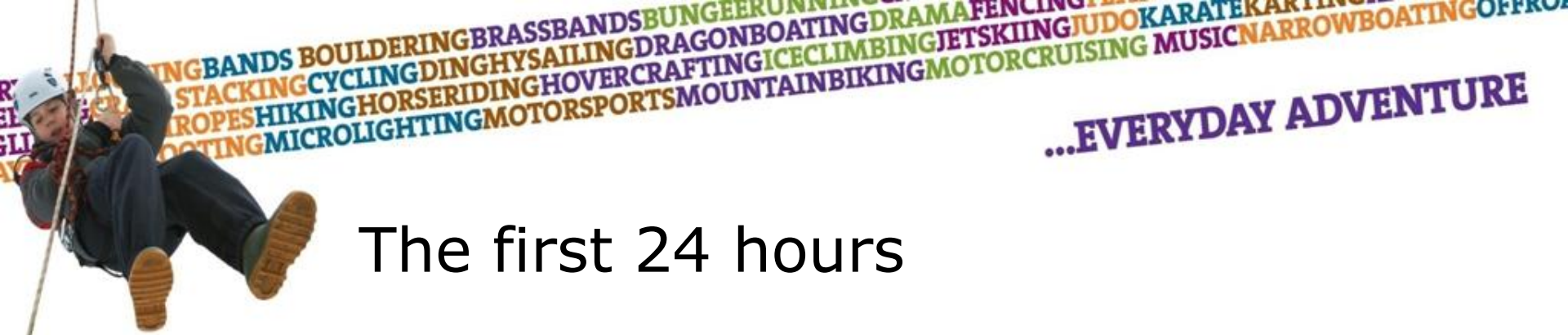
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## The plan

- 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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# Hour 1









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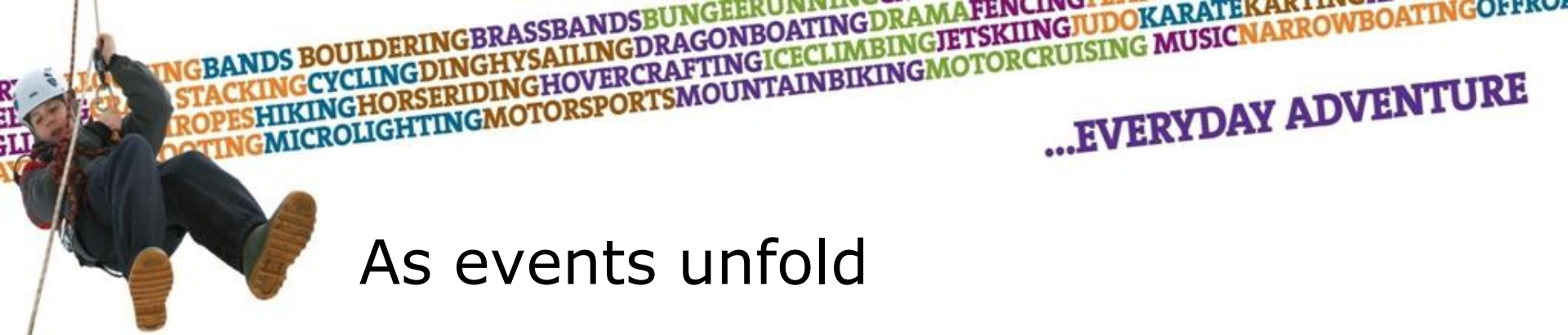
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# Return Home







## As events unfold

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



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# Results

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

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By DAILY MAIL REPORTER  
Last updated at 3:39 PM on 08th August 2008

