

# Our modular system provides flexible solutions.

Prevention

Module 1

## Analysis

- Analysis of the current situation, vulnerability assesment
- Sector-specific structural analysis, research
- Risk analysis (if needed in collaboration with insurance companies)
- Case studies/analysis of earlier crisis cases
- Worst-case scenarios
- Benchmarking

Module 2

## Concepts

- Company-tailored guidelines for crisis issues
- Strategic crisis-response procedures
- Disaster contingency planning
- Coordination and integration of relevant third-party contacts
- Timing, budget, resource identification, synergy planning
- Interim solutions until complete functionality

Module 3

## Infrastructure

- Optimizing crisis-specific telecommunications resources
- Location management
- Use of IT, modification of hardware and software
- Back-office functions
- Integration of third-party services such as locations, IT, call center, family assistance, security, media and documentation)

Module 4

## Personal and Coaching

- Human resources - consulting and recruiting of experts
- Decision-making and media training for spokespersons
- Behavioral training for management and crisis-reaction staff
- Company-specific planning and role-playing, real-time simulation
- How to involve external experts (e.g. supervisors, call center agents, psychologists and logistics specialists)

Intervention

Module 5

## Crisis consulting

- Aid in decision-making for management/crisis staff
- Expert know-how in communications, law, victim care and logistics
- Review of operative company decisions in terms of their communicative effect
- Wordings for customers, staff and the media
- Guidance for contacts with the media, helpful interview, press work, press releases and press conferences
- Media assessment: "the day after"

Module 6

## Management task force

- Active on-site consulting for staff managers in charge
- Support and reinforcement of your present crisis-reaction teams by external experts
- Crisis infrastructure consulting by selected collaboration partners
- Assistance for victims and staff, coordination of follow-up aid
- Mediaton, go-betweens in negotiations, brokerage assignments
- Debriefings after crisis missions

crisadvice's modular system makes it possible to provide tailored aid packages and proceed in a step-by-step manner: from individual consulting on projects which have already been terminated all the way to continuous assistance and ad hoc missions.

crisadvice also provides complete packages for small and medium-scale enterprises as well as supplemental or specific isolated services for large enterprises and multinationals.

You select and pay only for services which your company actually requires depending upon your requirements and resources.

crisadvice does not compete with your own company managers or communicators such as press offices or PR agencies. Rather, we support those in charge in a crisis, for whom day-to-day business leaves too little time to attend to this highly specialized additional assignment.

Our variety of training seminars offers you an excellent opportunity to get a glimpse of the topic of crisis and to learn about immediate measures which can be taken. At the same time you will notice the efficiency of crisadvice.

# Our team of experts guarantees integrated crisis management.



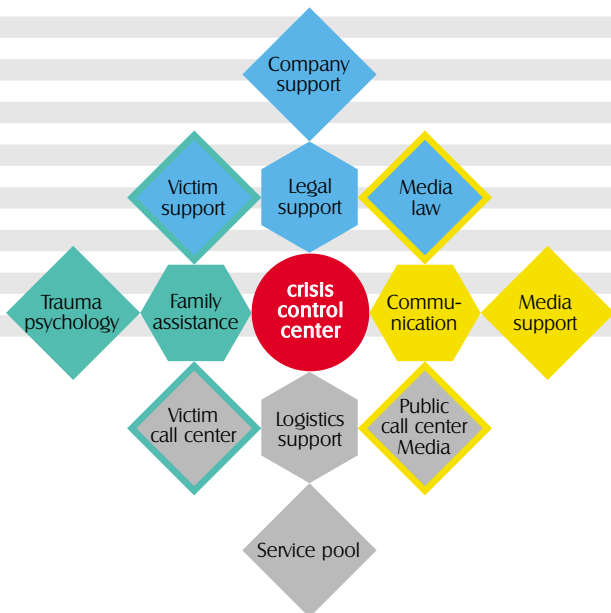
A know-how trust, crisadvice is offering integrated crisis management in the areas of communications, victim care (family assistance), legal support and logistics. We have at our disposal a network of highly reputed companies in all needed fields. All crisadvice staff members, partners and free lancers are hand-picked experienced "major-league players" with excellent records.

The **Communications** unit is headed by **Peter Hoebel** (on the left). He began his career as a journalist, (at e.g. stern Magazine and ARD radio network), has served as ministerial advisor

on media issues and as public relations executive at Lufthansa. He was in charge during numerous crises such as Chernobyl, the Gulf War, plane crashes and highjackings.

**Reiner W. Kemmler** (in the middle) is an aviation psychologist of international standing. He is in charge of the **Victim Care** unit. He has been a member of official investigation commissions for aviation disasters, flight safety specialist of the German Air Force and advisor to higher-echelon NATO officers. In his capacity as head aviation psychologist at Lufthansa German Airlines, he developed pioneering concepts for care teams. He has been a sought-after consultant in spectacular crisis cases over the past years such as the Kobe earthquake (Japan), the Düsseldorf Airport fire, terror attacks on tourists (Cairo and Luxor), the Colombo bombing, the ICE train accident in Eschede, air disasters TWA (New York), Swissair (Halifax) and Concorde (Paris).

**Peter Kiesgen** (on the right) is at the helm of our **Law** unit. An experienced attorney and business administrator, he is specialized in law governing transport, loss, injury and insurance law.



#### crisadvice and the team are members of:

- DPRG German Public Relations Society
- DJV German Journalists Association
- DRV Association of German Travel Agencies and Travel Operators
- BDP Federal Association of German Psychologists
- EAAP European Association of Aviation Psychology
- DAPJV German-Australian-Pacific Lawyers Association
- DVfWV German Association for Actuarial Science
- DGfR German Society for Travel Law

crisadvice GmbH  
Hamburger Allee 1  
60486 Frankfurt/Main  
Germany

Phone +49 (069) 50 50 32 22 0  
Fax +49 (069) 50 50 32 22 9  
web [www.crisadvice.com](http://www.crisadvice.com)  
e-mail [info@crisadvice.com](mailto:info@crisadvice.com)

**crisadvice**<sup>TM</sup>  
Problems solved.

Who do you have  
backing you up?  
crisadvice know-how.



## CRISIS MANAGEMENT CONSULTANTS

Risk analysis  
Desaster contingency planning  
Optimizing infrastructure  
Staff and executive coaching  
Crisis consulting  
Crisis communication

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Problems solved.

# The crisis in a crisis.



**Bomb threats prompt mass exodus**  
**Wave of cancellations after recent bombings**  
Fearing terrorism and kidnappings, vacationers seek safe destinations

**Airline faces millions in claims**  
Lawyers of victims to file suit in U.S. - possible scenarios vary

Long lines instead of rapid information  
"...the number you have dialed cannot be reached at present"  
Angry callers try for hours to receive information - dismal

T.V. interview creates furor  
**Outrage over excuses offered by staging organization**  
Disgruntled families of deceased demand pledged promises - No trace of effort to cut through red tape to provide rapid aid - witness describes chaotic condition

**Serious accusations levied at CEO**  
Commission notes shortcomings - hush-up surrounds investigative report

Crises come in many forms: disasters, terror, blackmail and extortion, armed conflicts, epidemics, economic problems and environmental scandals. Anywhere, anytime and without notice.

It is not only "classic" high-risk companies which face a threat. Some companies have had to pay dearly to learn their lesson. The press, radio and television are competing for attention more aggressively than ever. In the age of the internet, news spreads uncontrolled, at lightning-like speeds throughout the globe.

At the same time consumers are reacting more critically and sensitively - and are less inclined to shy away from confrontation. With deficient crisis management, empty promises and communications foul-ups, today's top managers stand with their backs to the wall.

Crisis contingency planning has become a must for every responsible organization.

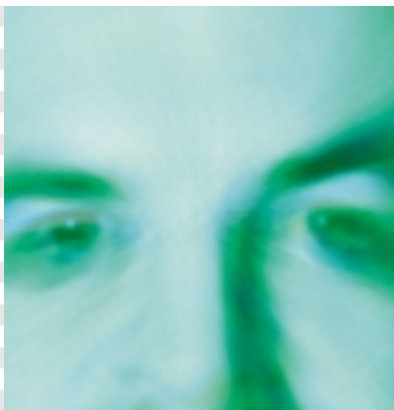
## The time factor



In the everyday, run-of-the-mill routine, there is enough time to solve any problem which crops up. Crises, however, require an immediate response. Crises are dynamic, and their underlying causes differ greatly as do their repercussions – but they all involve a dramatic race against time. The stage is set in the initial hours of a crisis, and every minute counts.

Only those actors who are prepared mentally, who have trained their staff, and who are ready for “day X” in organizational, technical and strategic terms have a chance. crisadvice can help you.

## The human factor



You know better than most: your staff are technically competent, responsible, hard-working and perhaps available in sufficient numbers to take initial measures.

Work under crisis conditions, however, differs fundamentally from standard business operations. This requires that choices be made, supervision and practical training be provided, staff be aided in making critical decisions and critical reviews constantly take place.

Where can reinforcements be found when all your staff are working around the clock to the point of break-down? And who is able to help the helpers?

crisadvice collaborates with top-rate partners.

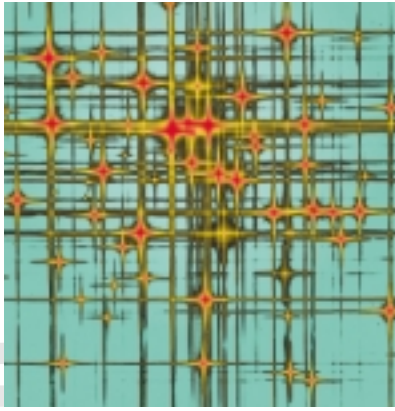
## The confidence factor



You have a lot to lose. Every crisis can undermine trust and confidence in your company, its products and its competence. Your image assets which have been carefully built up over time and a hard-fought-for market position are put in jeopardy. Positively positioned companies know: customers and the media are demanding, highly emotional and, it would appear, sometimes overly critical. Rapid, reliable and credible communication is appreciated. Showing one cares has been proven to improve the reputation of a company.

crisadvice helps to protect the “soft assets”.

## The complexity factor



Different interests on the part of those directly or indirectly involved, operative constraints and specific conditions form a highly complex, almost impenetrable "neural matrix". Communicative aspects are often not assigned adequate priority in the hectic mayhem of operations. crisadvice risk analyses, concepts and worse-case scenarios examine customers, victims, families of victims, government agencies, business and consumer associations, the media, company staff, competitors, business partners, crisis winners, and more - before crises occur. crisadvice coordinates - with the right connections.

## The cost factor



Sales promotion, advertising, marketing and public relations are taken for granted as a part of everyday business which incur expenses. Reactions to crisis all too often only take place under pressure after the onset of a crisis. One can take out insurance policies against material loss. The sin of omission in prevention causes enormous subsequent costs because of the time delay in returning to normal operations. We are sure that every single dollar invested in crisis prevention pays off in ten to twenty times the amount in sales when a crisis occurs. crisadvice is a worthwhile investment.

## The know-how factor



Efficient crisis management thrives on the art of rapid, correct decision-making. This poses problems for even the most experienced senior managers. Everyday administrative mechanisms do not function the way they usually do. What is needed is special knowledge and know-how and practical experience., Only highly specialized consultants are able to carry out comparative analysis, benchmarking and practical training, the reason being that they gain additional experience day-by-day at many companies, in lots of cases and different critical situations. crisadvice has the crisis know-how you need.