



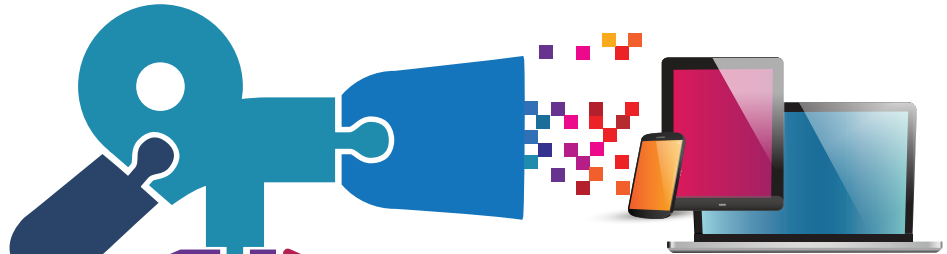
blink
ON DEMAND
CRISIS PR™

The World's First—and Only-- Crisis PR Planning + Response Software!

Blink OnDemand Crisis PR™ distills 50+ years of communications experience into an easy-to-use, cloud-based system available 24/7 from any device with Internet access. Designed so a novice can follow the simple instructions and end up with a comprehensive, actionable crisis PR plan. Build your own plan, at your own pace, with your own people, at a fraction of the traditional agency cost.

The closest thing there is to “brand insurance”.

Because crisis strikes in the **Blink** of an Eye!



1) ORGANIZE



Identify Crisis Response Team members, outside experts and key influencers whose knowledge will inform the company response. Line up command center logistics and refresh relevant databases.

2) ASSESS



Evaluate and rank order potential crises, identifying the three most likely threats. Gauge vulnerabilities based on corporate history, company issues, current press criticism and hot news topics.

3) STAKEHOLDERS



Define the stakeholder groups that need to be updated and informed throughout the crisis, as well as the best channels and vehicles for reaching them. Set up a contact database to facilitate outreach efforts.

4) MEDIA



Prioritize media activities via advance planning. Establish traditional and social media monitoring teams and methods to evaluate coverage. Gather media lists relevant to the three priority crisis areas. Draft incident-specific press materials.

5) SPOKESPERSON



Select a spokesperson to serve as the face and voice of the company throughout the crisis. Must be unflappable, well-spoken, comfortable in front of a camera, sincere and relatable. Equip them with talking points and support materials.



6) RESPOND

Show you C.A.R.E. during the response phase. Confirm, Act, Report, Evaluate. Activate all the preparatory work done preemptively in Sections 1-5. The Crisis Response Team fine-tunes messages and responds.



7) TRAIN

Organize a crisis simulation to familiarize Crisis Response Team members with the final plan and their individual roles, building confidence in the process and materials, while testing the plan while there is time for modifications.



8) RECOVER

Conduct an internal performance review of the crisis plan and outcomes. Field external research about the crisis impact on company image and operations. Follow the detailed outline for developing a proactive communications program.



9) CONSULT

Reach out for advice and counsel ranging from editorial services to media training to social media management, as needed. Tap into agency experts when you want an extra pair of hands, specific expertise or an objective opinion.

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