



As part of the 'Planning for a Crisis' webinar, we have picked out a couple of examples of a checklist that you can tailor for your own requirements.

These are short and snappy, the first is quite generic and the second is more relevant to whoever is chairing the Crisis Management Team.

One of the principles to our approach is to have quick templates to assist any team member in fulfilling their role, even under extreme pressure.

Feel free to adapt and share as required, these are not to be used in isolation but as part of your overall Crisis Management plan.

APPENDIX – IS IT A CRISIS?

First questions:	
Who is involved	
What is the problem, what is the cause	
When did it start, when did it escalate	<i>Incl date and time</i>
Who learned of incident, who else involved	<i>Incl contact details</i>
Where is it happening? Other areas affected?	
Why has it escalated	
Who has collected the information?	
Bigger questions:	
How far will the incident reach – company, venue, industry, environment, county, country	
Is anyone in hospital, is anyone else ill / injured	
Are the emergency services, NHS or local authority involved	
What are the possible actions to address the issues? how will you make it right?	
Was it preventable? Was it our fault?	
Who's fault was it?	
Will procedures be changed now?	
Can we trust all the sources?	
What should we say?	
Who should we say it to?	
How should we say it?	

How was evidence / information collected:

Witnesses

Incl contact details/were they related to any injured party?

Statements taken?

CMTV?

Mobile?

Photos?

What information is in the public domain already?

Social Media

Who, what tone, evidence?

Websites

News

Print

Radio

APPENDIX – CHAIR CHECKLIST

Description	Responsible	Update	Completed
Immediate			
Activate CMT			
Confirm Crisis			
Appoint/clarify roles: <ul style="list-style-type: none"> • Scribe • Media liaison • Spokesperson • Decision maker • At scene information • Preparation of message • Briefing of stakeholders 			
Assess			
What information do you NOT have yet?			
What are your weaknesses			
Assess longevity and plan staff			
Assign			
Who is briefing Security			
Who is securing the scene			
Are there any other gaps?			
Who is logging media enquiries			
Call in back up admin support			
Plan			
Plan your KEY MESSAGES			
Arrange media briefings / broadcast			
Set up helpline			
Brief spokesperson			
Call 'experts' and brief them			
Gather photos, quotes, video that could be issued/used			
Communicate			
Issue hand out for general public			
Issue notice on event website / Venue website			

Issue FAQ to helpline staff			
Issue Press Release to Media			
Media Interviews			
Establish information exchange with agencies (police, Venue etc.)			
Monitor			
Monitor and manage misinformation in social media			
Monitor and record Media activity – radio/tv/print			
Record interviews, briefing, broadcasts if possible			