



PRNews'
DIGITAL SUMMIT &
Crisis Management Boot Camp
FEBRUARY 23-24, HUNTINGTON BEACH, CA

**Big Data Analytics:
Your New Blueprint for Crisis Communications**



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DIGITAL SUMMIT &
Crisis Management Boot Camp
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Randy Brasche
VP of Marketing – Signal Labs



@randyman71



#PRNews

Evolution of the news cycle: The modern day crisis



24:00:00

Hours



00:24:00

Minutes



00:00:24

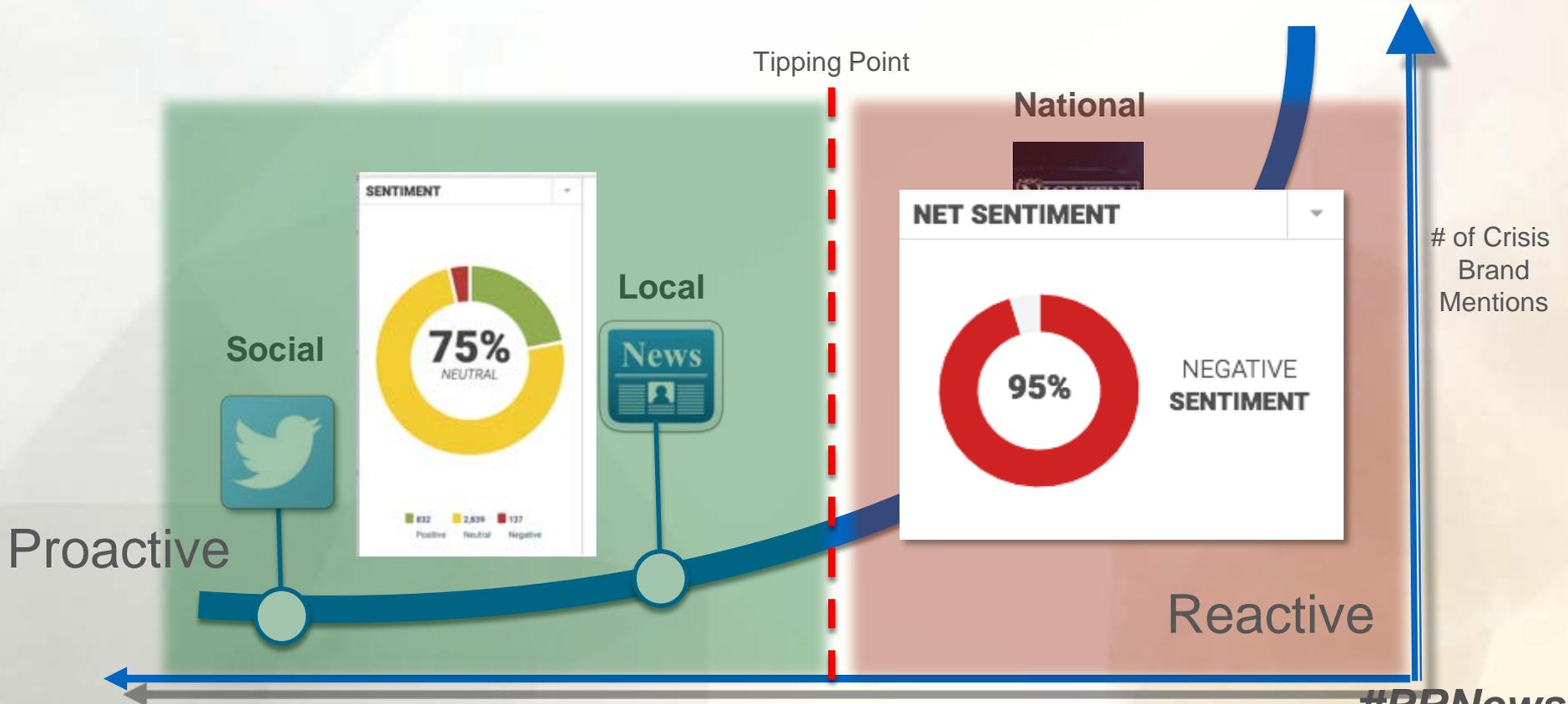
Seconds

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The evolution of the news cycle



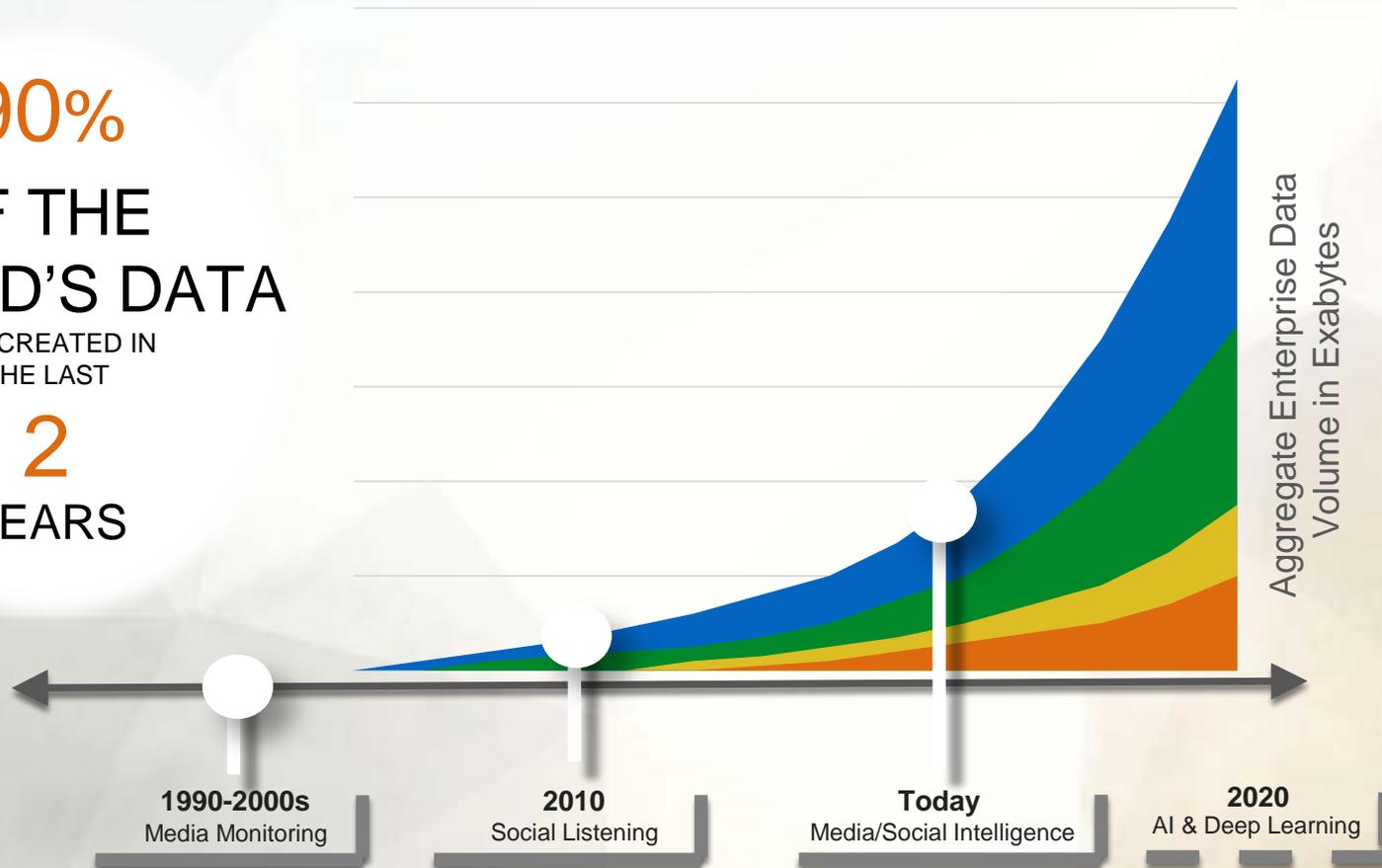
The evolution of the news cycle



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Crisis Communications is now a data problem

90%
OF THE
WORLD'S DATA
WAS CREATED IN
THE LAST
2
YEARS



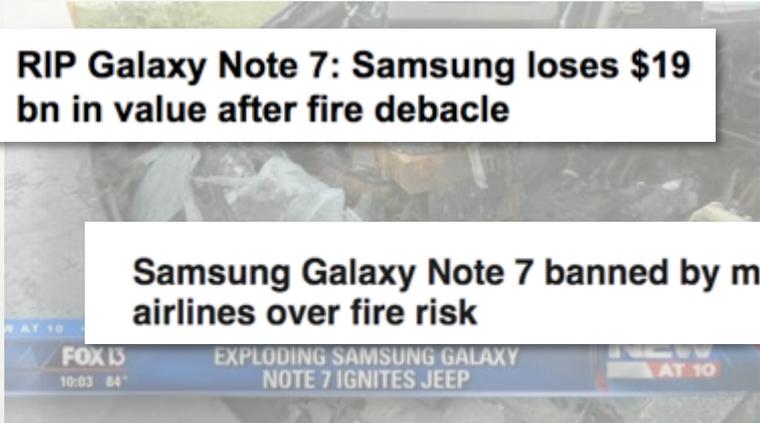
The modern day crisis



Donald J. Trump
@realDonaldTrump

Certainly has been an interesting 24 hours!

The modern day crisis



RIP Galaxy Note 7: Samsung loses \$19 bn in value after fire debacle

Samsung Galaxy Note 7 banned by more airlines over fire risk



Verizon says Yahoo data breach had a "material" impact



Yahoo Loses Search Engine Partner, First Since Data Breach Reveal



Wells Fargo Is No Longer America's Most Valuable Bank

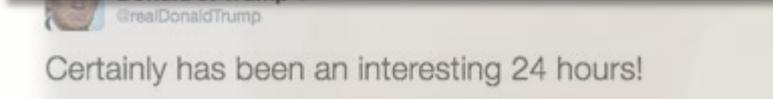
The recent drop in Wells Fargo's share price means that it no longer has a larger market capitalization than JPMorgan Chase.



SEN. WARREN SLAMS WELLS FARGO CEO CBSN



Poll: Women propel Hillary Clinton into battleground lead over Donald Trump



@realDonaldTrump

Certainly has been an interesting 24 hours!

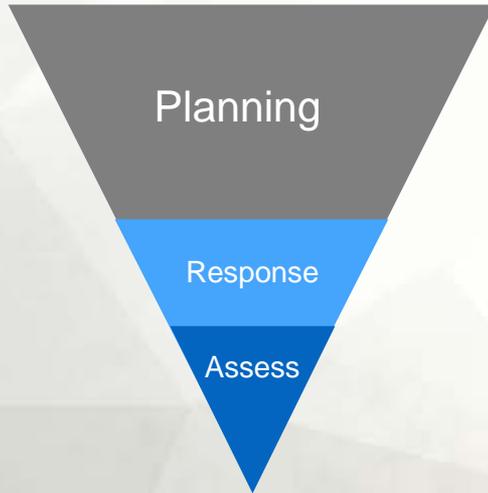
Data as a unifier



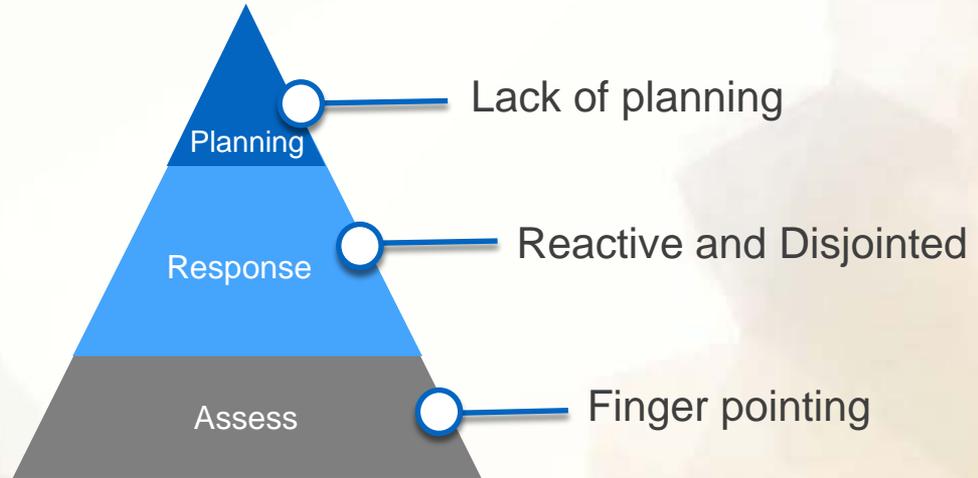
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The three phases of a modern crisis

Ideal State



The Reality



Build an integrated cross-functional team

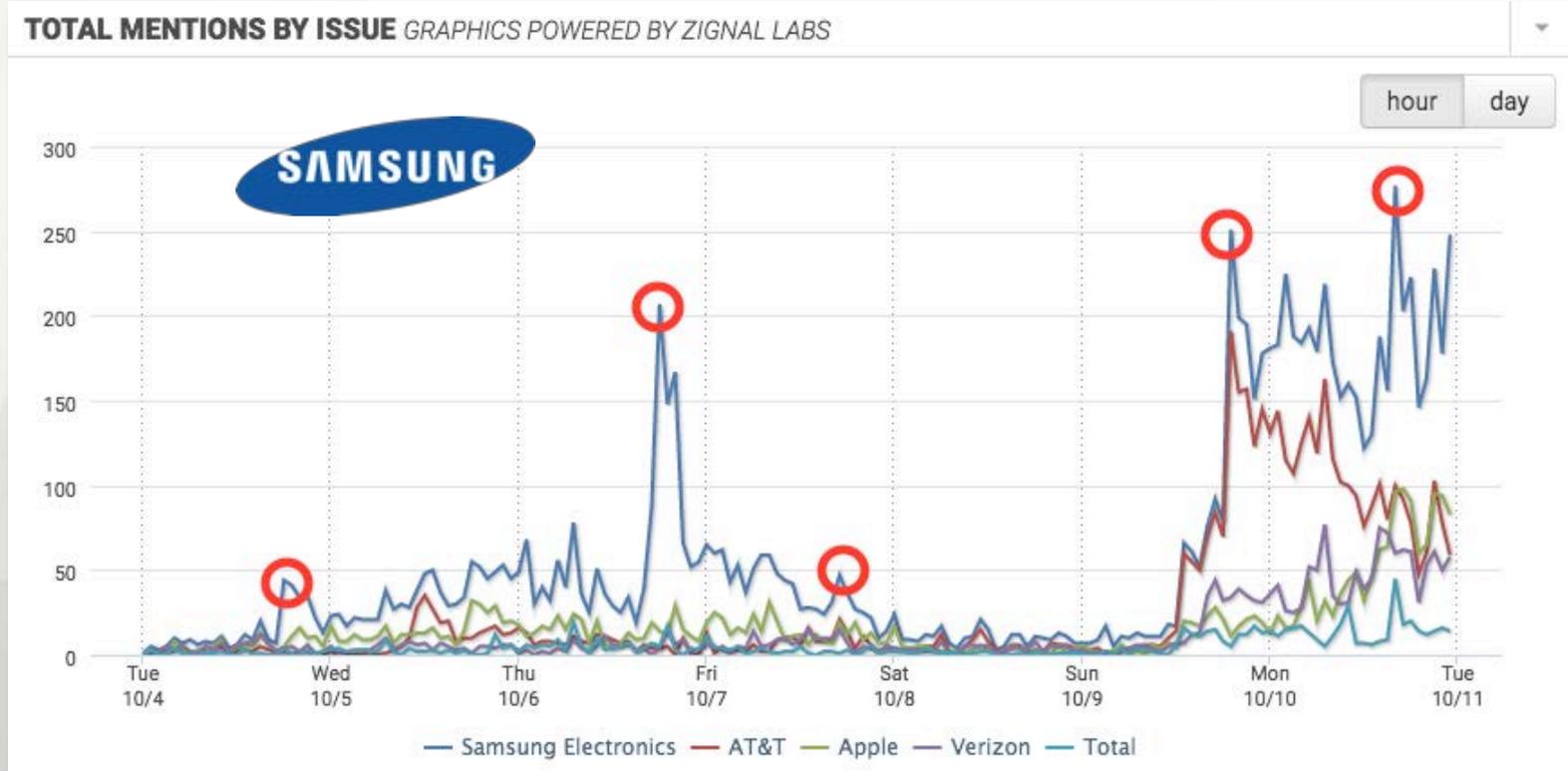


Establish a Baseline. What is a real crisis?

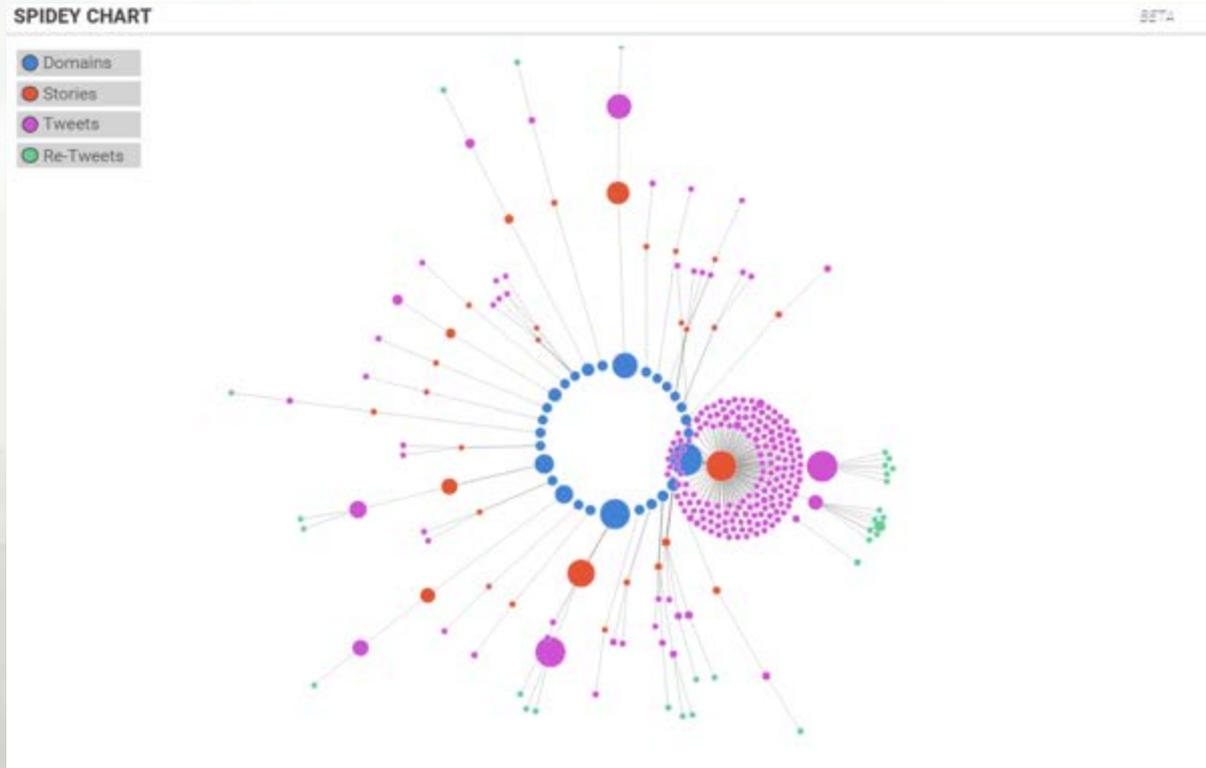
- ✓ Total mentions
- ✓ Total impressions
- ✓ Influence
- ✓ Sentiment
- ✓ Competitive mentions
- ✓ Keywords & co-occurrences



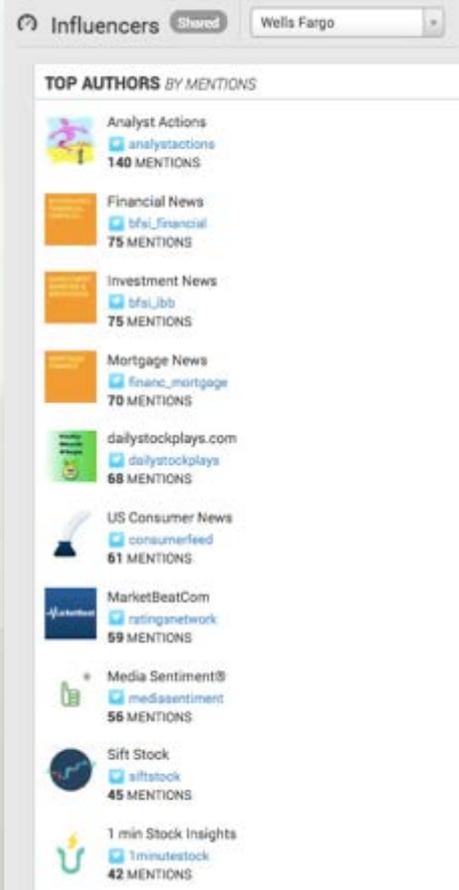
Understand what's happening



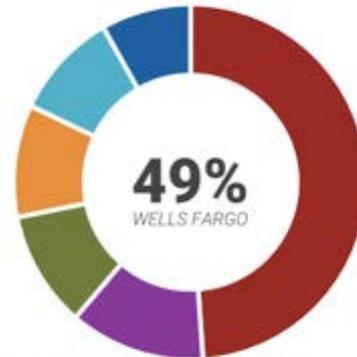
Put your crisis into context



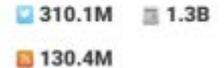
Put your crisis into context



SHARE OF VOICE



IMPRESSIONS BY SOURCE

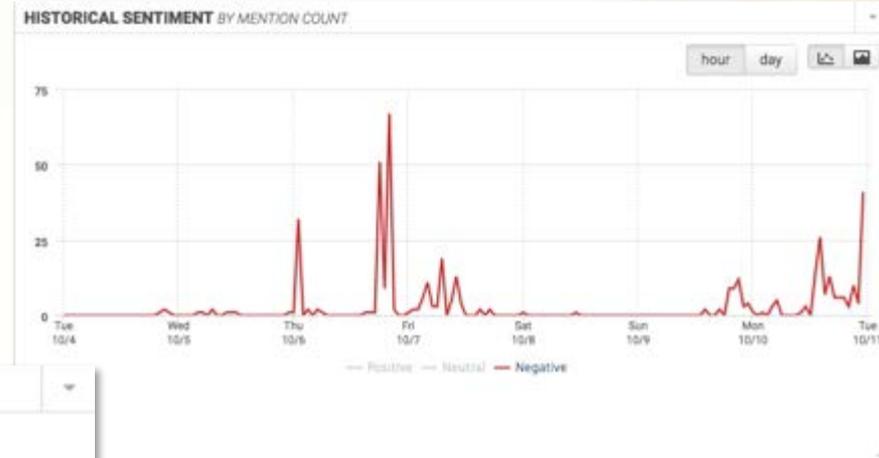
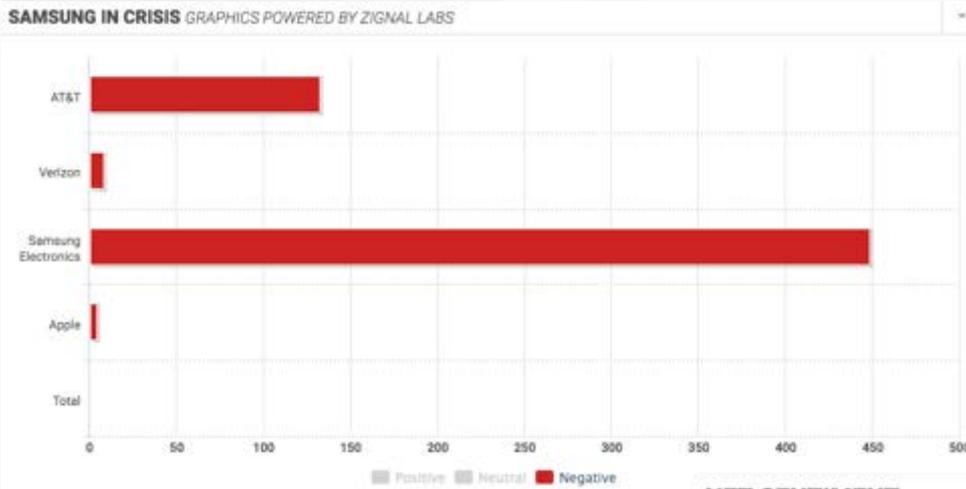


POTENTIAL IMPRESSIONS

1.7B
POTENTIAL IMPRESSIONS

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Put your crisis into context



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Media Intelligence: It's not just for a crisis...



Learn more...



Based upon real-world experience from Fortune 500 brands, this eBook is a must-read for every social media, digital strategist and communications professional.

- Accurately **assess the severity** of a crisis.
- Visualize and **analyze a crisis unfolding** across social and traditional media channels and take the **right action**.
- Focus on the **influencers** that matter.
- Consolidate your company's crisis reporting and processes through a centralized **“mission control.”**

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Thank you! Questions?