



Monterey Bay Aquarium

Crisis Management Boot Camp: Building a Flameproof Crisis Communications Team

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@aquaken - @MontereyAq_PR - @MontereyAq
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SeaWorld
ADVENTURE PARKS

YAHOO!



susan g.
komen
FOR THE **cure**

A pink ribbon logo, symbolizing breast cancer awareness.

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“It’s often believed
that when disaster
strikes people will rise
to the occasion.
However, more often
people will fall to the
level of their
preparation.” (with
apologies to Archilochos)



Building Your Team: Steps to Success

1. Commitment from the top
2. You're part of a comprehensive plan
3. Tap into free resources
4. Assign & confirm responsibilities in advance
5. Invest in training/planning/drills
6. Have a backup plan (or two)

🔄 President Trump Retweeted



Donald J. Trump ✓
@realDonaldTrump



My daughter Ivanka has been treated so unfairly by [@Nordstrom](#). She is a great person -- always pushing me to do the right thing! Terrible!

2017-02-08, 10:51 AM



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Is this a crisis?

1. Triggering action
2. Initial assessment: ramp up or stand down
3. Mobilize Incident Response Team
4. All the right people are in the room to determine and deliver crisis communications strategy
5. Act on your standing objectives
6. Designated individuals communicate with media, stakeholders, public
7. Monitor and respond

Crisis Response: Command Structure



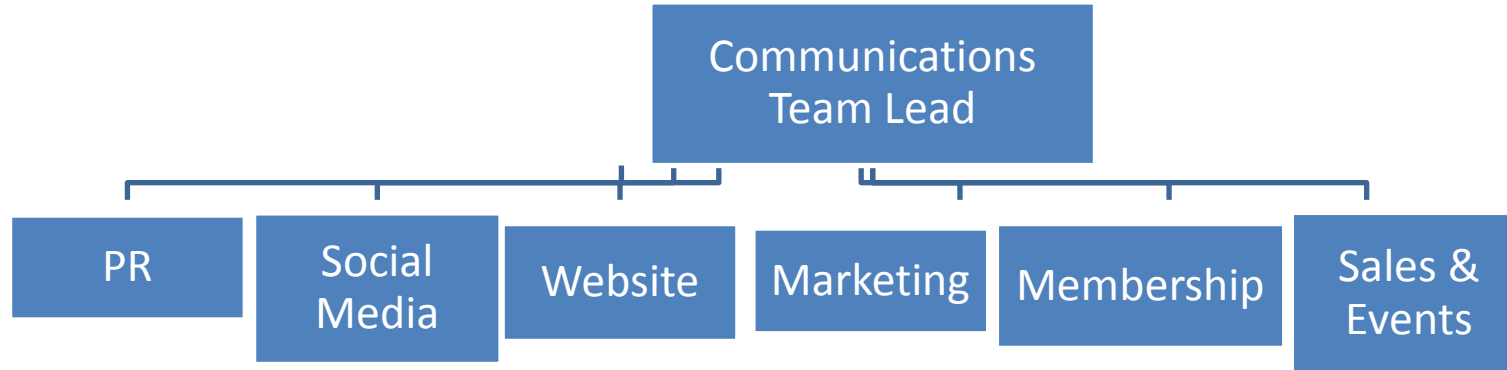


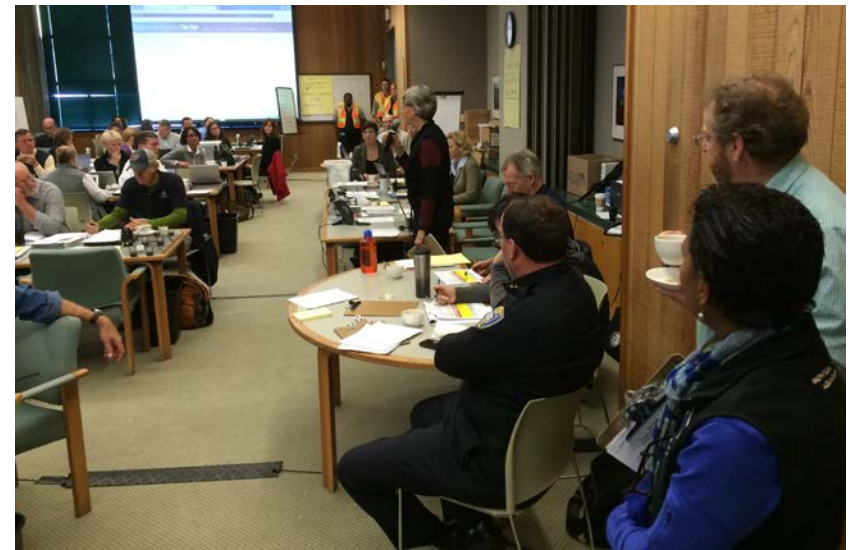
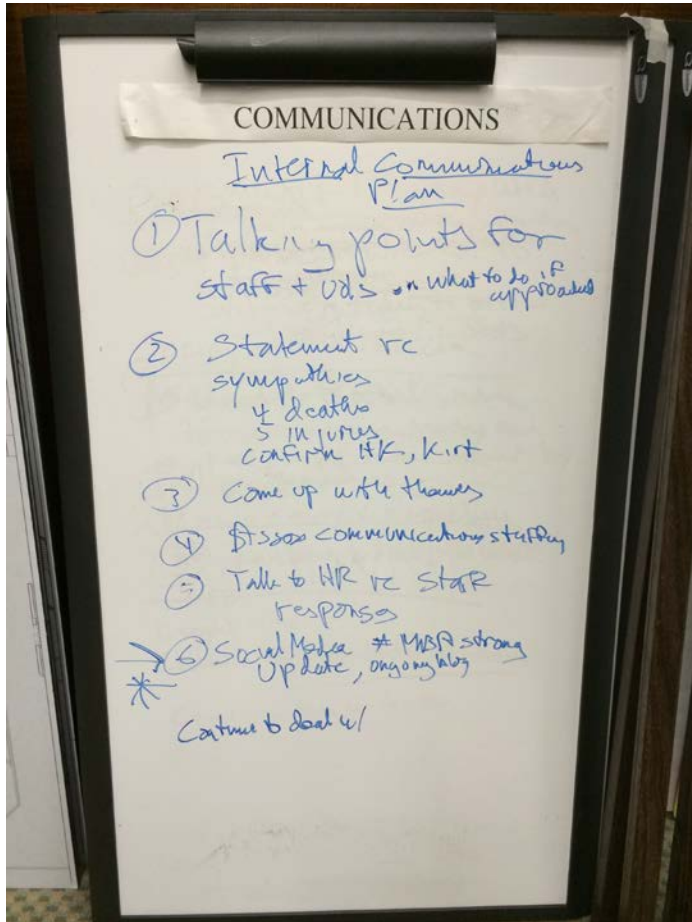
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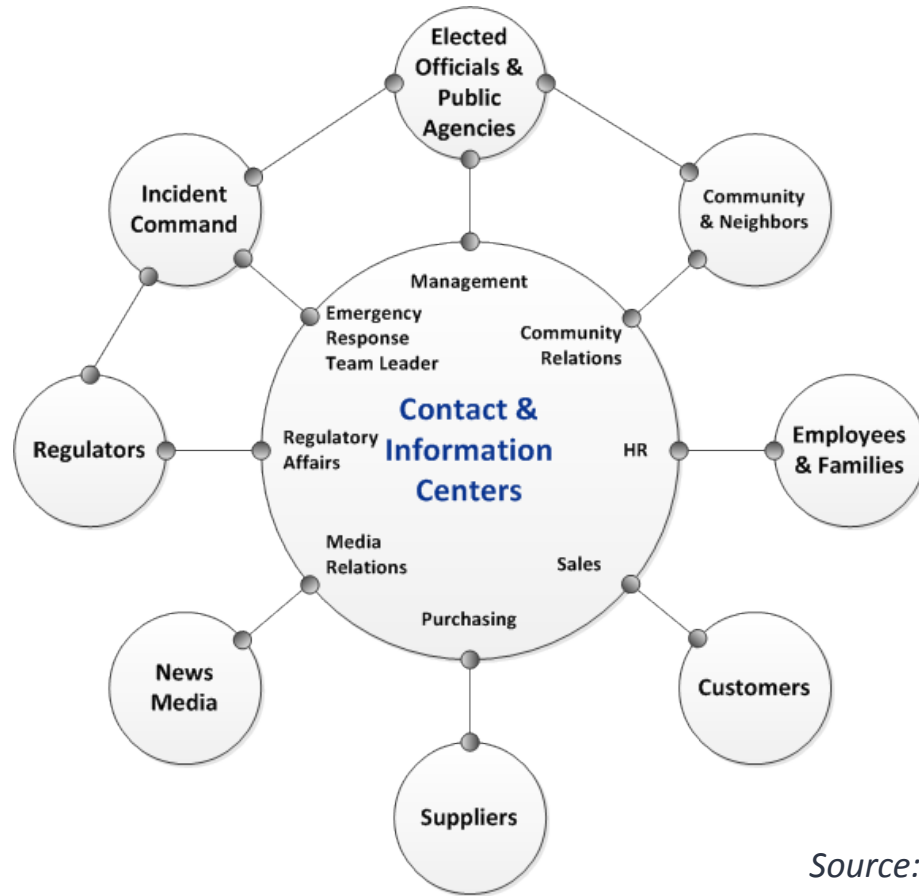
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Crisis Response: Communications Team





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Source: FEMA, <http://bit.ly/1WeSRYj>

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A Piece of the Plan: Standing Objectives

- Action checklist for the first 60 minutes
- Tasks pre-assigned to specific team members
- Priorities are relevant to your organization/key audiences
- Team members train/drill in process

Resources

- FEMA business plan templates, ready.gov/business
- Emergency alert system, amgalerts.com
- Industry-specific plans and protocols, e.g. International Alliance of Amusement Parks and Attractions, [iaapa.org/docs/default-document-library/crisis-communications-\(english\).pdf?sfvrsn=0](https://iaapa.org/docs/default-document-library/crisis-communications-(english).pdf?sfvrsn=0)
- Listening tools: e.g. Signal Labs, signalabs.com



Thank you.



Questions?

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