

Promotion Details

Crisis Communication Audit

We understand that you are in the midst of a crisis and are evaluating how best to communicate with citizens. You are faced with uncertainty and have many individuals depending on your team's communications. Let us help by leading you and your team through a one-day professional analysis of your citizen communications. We will review your website, social media presence, and emergency notifications and put together a plan for you to ensure your citizens have access to the critical information they need. You may also choose to purchase a second day of training that will focus on recommendation implementation.

Objectives

You are working relentlessly to communicate with citizens during this crisis, but are they getting the information they need? During this Crisis Communication Audit, your consultant will review your website, social media presence, and existing communications to create a customized recommendation for your team, which will include:

- Information placement
- Communication channels
- How to conduct business virtually
- Governance Plan development
- Additional custom support

What's Included

You may purchase either:

- A one-day engagement in which a consultant will review your website and communications and deliver a recommendation for your team to implement.
- A two-day engagement in which a consultant will offer recommendations and help you with implementation. Recommendations that may be implemented on day two might include:
 - Initiate/refine Information Hub
 - Document communication workflow
 - Implement best practices for crisis communication
 - Specific module training needed
 - Validate consistency/coordination of social media
 - Address accessibility concerns
 - Ensure department and service information is up to date
 - Other agreed-upon recommendations

Planning and Scheduling

- Available via virtual webinar only
- One-day engagement with recommendations provided or two-day engagement with recommendations implemented
- Anyone who is involved in making decisions about crisis communication should attend the Core Team Meeting, a maximum of eight attendees.
- We recommend starting your Core Team Meeting at 8:30 a.m. This schedule provides your consultant with ample time to review your website and communications to provide optimal recommendations.
- During the Consultant Review on day one, your consultant will review your website, social media, and emergency communications. This process allows your consultant to create recommendations while your team continues to support citizens. We request that a member of your team remain available for a phone call or virtual meeting to answer questions during the Consultant Review.
- Your consultant will present their analysis and recommendations during a Recommendation Meeting at the end of the day. We recommend the meeting begin at around 4 p.m.
- If purchased, during work sessions scheduled on day two, your consultant will work with you to implement recommendations.



Sample Agendas

While your specific need will determine your schedule, below is a suggested two-day Crisis Communication Audit.

| DAY 1 | TASK | DESCRIPTION |
|-----------------------|------------------------|---|
| 8:30 a.m. – 9:30 a.m. | Core Team Meeting | The consultant will meet with the Core Team to understand goals and concerns |
| 9:30 a.m. – 4 p.m. | Consultant Review | The consultant will review your website, social media presence, and emergency communications to customize recommendations for improvement |
| 4 p.m. – 5 p.m. | Recommendation Meeting | The consultant will provide you with a full analysis and specific, actionable recommendations for improving your crisis communications |
| DAY 2 | TASK | DESCRIPTION |
| 8:30 a.m. – 9:30 a.m. | Core Team Meeting | The consultant to meet with the Core Team to plan the implementation of recommendations previously proposed |
| 9:30 a.m. – 12 p.m. | Work Session | The consultant and stakeholders work together to implement agreed-upon recommendations |
| 12 p.m. – 1 p.m. | Break | |
| 1 p.m. – 4 p.m. | Work Session | The consultant and stakeholders work together to implement agreed-upon recommendations |
| 4 p.m. – 5 p.m. | Audit Wrap-Up | Consultant and core team meet to discuss the next steps |



Pricing

One Day Crisis Communication Audit MSRP \$1,500

- The consultant will review the existing website, social media, and emergency communications to provide a customized recommendation for a more effective communication strategy.

COVID-19 Discount *20% off through May 30, 2020*

Total **\$1,200**

Two Day Crisis Communication Audit MSRP \$3,000

- The consultant will review the existing website, social media, and emergency communications to provide and implement customized recommendations for a more effective communication strategy.

COVID-19 Discount *20% off through May 30, 2020*

Total **\$2,400**

