

Please join us for a

Crisis simulation workshop

22 September 2017

7:30am to 10:00am

Breakfast will be served

Sheraton Four Points, Hurlingham

RSVP to kmajanga@levanterafrica.com



Powerful, practical experiences
to help develop digital skills for
crisis preparedness

Crisis communications breakfast

You are invited to attend a 90 minute crisis taster. We will use our Crisis90 training platform, to give participants a taste of how a crisis can get away from you on social media.

It will help you:

- distinguish between different types of issues and crises in social media, from professional mishaps to full-blown emergencies
- develop handling strategies that integrate social and digital channels
- understand what's the same and what's different about crisis handling in a social media world
- practice working with the tone and constraints of different social media channels when dealing with hostility
- learn about harnessing support from online communities during a crisis



We will take you step-by-step through a crisis scenario: from the handling strategy to writing content across multiple channels. At each stage, we'll review and compare your responses on-screen with other teams, getting instant feedback and reaction.



Is your team prepared to handle social media in a crisis?



When you have an issue, how prepared are you to handle the social media fallout?

Because people expect more online these days.

Journalists, politicians and critical stakeholders have access to the same research, networking and publishing opportunities as you. They expect you to respond to them on the channels they choose, and can easily discover what's going on in your organisation without calling the press office.

Customers turn to Google, or trusted online networks and communities to find information, services, and recommendations. A solid website and regularly tweeted press releases aren't enough for them - especially in the heat of a crisis when they expect advice, empathy and help - immediately.

Social Simulator is a hands-on, private digital environment that enables realistic and interactive simulations to help brands protect their reputations online and enhance their digital crisis resilience.

The platform can bring virtually any scenario to life, from the scrutiny and pressure of a live crisis, to the unique demands associated with delivering high quality customer service.

Levanter Africa is a leading communications advisor, working with organisations across East Africa to build and protect reputation and revenues.

We work at the cutting edge of digital crisis preparedness and resilience; delivering high quality training tailored to a range of experience levels, and can challenge even the strongest teams. We are constantly evolving to ensure our training platforms accurately reflect current social media channels and our training reflects the latest industry trends and examples.

In addition to crisis simulation training, we conduct benchmarking audits to assess preparedness, develop social media crisis communication plans, and develop effective strategies for live issues and crisis response.





Building crisis preparedness

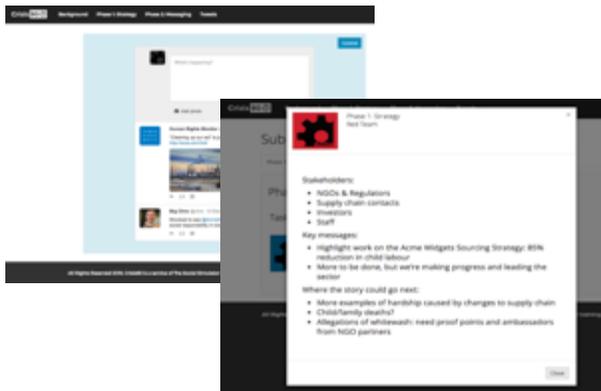
Crisis preparation

Objective:

Awareness-raising, scenario planning and crisis manual development

Looks like:

Strategic advice and practical tactical guidance for modern crisis and issue handling – introducing the organisation’s crisis protocols or developing crisis preparedness materials from scratch.



Crisis90

Objective:

Confidence building, discussion and embedding of theory

Looks like:

90 minute facilitated interactive exercise in teams to compare and contrast approaches to handling strategy, messaging and tactical response



Provided at the Crisis Communications Breakfast

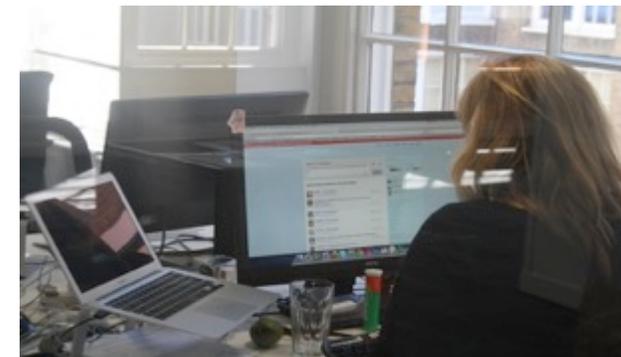
Simulator

Objective:

Team building, working through real-world response processes as closely as possible

Looks like:

3-4 hour immersive ‘stress test’ for a crisis team to monitor, manage and respond to a scenario, responding to injects from live roleplayers



Contact us for more

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