

Crisis Management in Public Relations

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Crisis Definition

- Crisis refers to any occurrence that disturbs a normal routine of individuals or organization and that inflicts undesirable consequences. **Strategic management of a crisis is instrumental to lessen the undesirable impact to those affected.**

- Crisis management public relations can make or break your company during a crisis event. Whether you know it or not, your business is **vulnerable to a diverse range of unexpected threats**, any one of which can severely damage your reputation and have a potentially devastating effect on revenue, customer acquisition, loyalty, and other important business outcomes.



- The key to successfully navigating a crisis is **preparation**—and that’s where crisis management public relations enters the picture. By working with an experienced PR firm before an event occurs, you can substantially improve your ability to minimize the impact of negative publicity on your business.





The Need for Crisis Management Public Relations

- Although PR crisis aren't inevitable, they can be unavoidable. Through no fault of your own, it's possible that your business will suddenly experience an event that generates negative press, publicity and social media mentions.

Some of the types of events that can catalyze a need for crisis management public relations include:

- Lawsuits and Legal Actions
- Community- or Government-Based Challenges
- Product Availability Issues
- Product Flaws
- Recalls and Accidents
- Business Acquisitions
- Key Customer Defections
- Labor Relations Challenges
- Loss of Key Executives



Lawsuits and legal action

- **These are some of the most common types of cases to appear in civil court.**
- Contract Disputes. Contract disputes occur when one or more parties who signed a contract cannot or will not fulfill their obligations. ...
- Property Disputes. ...
- Torts. ...
- Class Action Cases. ...



COVID 19

CORONAVIRUS

Community or
Government
based crisis

Assignment

- List down some of types of crisis you can find on the news
- Find out the name of the companies
- And share with the rest of the class next week

- Anticipate crises
- Identify your crisis communication team
- Identify and train spokesperson
- Spokesperson training
- Establish notification and monitoring system
- Identify and know your stakeholders
- Develop holding statements
- Access the crisis situation
- Finalize and adapt key messages
- Post crisis analysis