



Operational Support

Crisis Ready has developed deployable teams and systems to support crisis and disaster management and communication functions. We act swiftly and strategically. Our teams integrate with and force multiply your efforts.

We provide ongoing back up at agreed rates up-front. Crisis Ready has vast experience in real-world emergencies: from war zones, to natural disasters, from worksite accidents to reputational crises. We can work with you to mitigate risks and outrage on your most difficult day.



HOW IT WORKS - FIRST CALL NO CHARGE

Call us anytime 24/7 and you won't be charged as we help you assess the situation and its likely consequences. We don't charge as we don't want you to hesitate to call us. Too many incidents become crises because of poor initial assessment and ill-conceived immediate actions.

IMMEDIATE CALL OUT

If it is clear that you face a significant crisis, and need support to respond effectively, we will provide a Crisis Lead consultant either at your office or by phone, to join your management team in assessing the situation, building clarity regarding the immediate and wider context, then advising on priorities and strategies. This consultant will also liaise with other members of our team, working behind the scenes, to ensure you are getting the most considered advice available.

Should you decide you need the wide range of support that we offer, we can call out our team to provide any of the services outlined below.

CRISIS AND DISASTER ADVISORY SUPPORT

Strategic focus must be unified: from head office to the field. Crisis Ready is able to deploy team members to the scene of your incident to provide detailed assessment and both strategic and tactical advice. This team will be self-sufficient, equipped with appropriate communications and safety gear and can be deployed within hours of first notice.



NEXT OF KIN SUPPORT

The Crisis Ready team will escort, inform and support the next of kin of those affected by any crisis. We respond to the most sensitive of situations with respect and create a communication flow to serve the needs of both the organisation and the individuals impacted. We can support next of kin interacting with the media or strategise to protect them from it depending on need. We specifically work to minimise trauma and outrage and safeguard relationships and wellbeing.

MEDIA LIAISON / SPOKESPERSON SERVICES

Crisis Ready will provide skilled media liaison staff and experienced spokespeople. We will create and deliver strategic and compassionate key messages.



Operational Support

Our team are at home in the most hostile environments and have dealt with the most demanding media. They will respond to your site to act as your spokesperson or prepare your own spokesperson to deliver the right messages in the right way.

COMMUNITY COMMUNICATION SERVICES AND ENGAGEMENT RAPID RESPONSE

Crisis Ready will utilise our unique methodologies to reach out to communities impacted by crisis or disaster. We focus on building real connections between communicators and their audiences.

Very often outrage after an emergency grows because responders have to prioritise certain tasks. Too often we see those impacted feeling disregarded or lacking in information. What can help significantly, is a Rapid Response Engagement Team to communicate with remote or otherwise vulnerable community members: to address outrage, needs and share community perceptions with responding agencies.

Crisis Ready has developed a framework for communicating with resistant or outraged audiences at all stages of a crisis or disaster. We can supply excellent communicators and engagement specialists to work in communities to ensure your messages are understood and to allow people to facilitate their own recovery and resilience.

DEPLOYABLE MEDIA CENTRE

Crisis Ready has a self-sufficient deployable media centre able to be set up at short notice to act as the front line for media liaison needs in high pressure events. The centre includes its own telecommunications, IT and accommodation as well as documented procedures to support field media operations including media liaison and spokesperson support. It can also support community relations and media production operations.



MEDIA PRODUCTION

Crisis Ready is also able to provide broadcast quality video and audio production facilities for a variety of needs beyond crises. We can produce anything from corporate videos to edited material for pool release to media. Our facilities include deployable video and audio production equipment. This is particularly valuable for areas with limited or restricted access such as remote areas, restricted workplaces and hostile environments as well as circumstances in which approved footage can be released in order to illustrate or demonstrate a crisis response.