



CrisisProtectSM

Protecting Your Assets And Brand Before, During, and After A Crisis



When a crisis occurs — whether it’s an airline disaster or a high-profile regulatory investigation — swift, strategic communication is essential to protect brand reputations and company assets. It can also ease a difficult time for victims, family members and communities.

CrisisProtectSM is designed to prepare AIG Aerospace clients to communicate effectively in the event of a crisis. Its services — including media training and pre-testing of communications processes and protocols — help guide executives in managing communications around virtually any crisis situation.

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Anticipate + Communicate

CrisisProtect supports a company’s issues management plan and provides critical support to help anticipate and prepare for potential problems before they become full-blown crises.

When Preparation = Protection

CrisisProtect equips AIG Aerospace policyholders to handle the critical communications surrounding a crisis with confidence. Services include:

Crisis Media Training

The consequences of failed communications during a crisis can be dire for a company’s reputation and assets. That’s why executives, crisis team members and employees alike must understand what’s at stake — and know not just what to say, but how to say it when a crisis hits.

CrisisProtect provides specialized crisis communications training that prepares company executives and designated employees to deliver accurate, concise and timely messages to a wide variety of audiences at what is certain to be a critical juncture in a company’s history. Sessions are tailored to client needs and combine education with hands-on practice. Covered topics include:

- How the media operates
- Components of crisis communications
- Dos and don’ts of dealing with the media and government and community officials
- Strategies for crafting and delivering messages
- Mock interviews and critiques

Crisis Contingency Plans

Aerospace clients face unique challenges and risks to their business that must be carefully considered in advance of a crisis situation. Using CrisisProtect's custom methodology, our team works with aerospace clients to identify key risk points and then develop customized contingency plans. These plans ensure an extra level of preparedness featuring specific tools to help face the most likely crisis scenarios that a client could face, from an aircraft accident to a data breach or workplace violence, to name a few. Typically included in contingency plans are:

- Template news releases
- Talking points for managers
- Employee informational emails
- Letters to customers
- Board communications
- Web content
- Web links to helpful background information
- External resources available to help

Crisis Dark Page Creative Brief

A company's website is increasingly the most visible and publicly accessible vehicle an organization has to communicate news. In a crisis, the website becomes a critical component of communications outreach as media, the public and customers flock to it to learn more about the response to a crisis situation. It also becomes a repository for unbiased and accurate information, often serving to counter misinformation appearing in the media or being spread by competitors.

The CrisisProtect Dark Page Brief helps organizations understand what information should be presented on a company's website in the event of a crisis, as well as important guidance about when to activate it, how long to keep it live and when it should be updated with fresh information. The brief offers advice on items that should appear on the page, including:

- A statement on the incident
- Frequently asked questions (FAQs)
- Contact information for media, customers and/or family inquiries
- A link to the company newsroom for additional statements and updates
- Maps and other information, as applicable

Who We Are

CrisisProtect is provided by the aviation crisis communications team of Dix & Eaton, an integrated communications consultancy. The team has more than 20 years of experience supporting clients through some of the most challenging aviation crises, from air accidents, to labor relations issues, to NTSB investigations.

Dix & Eaton takes a proactive approach to issues management – including issue identification, assessment, monitoring, response, resolution and training – with the objective of protecting the client's assets and brand before, during and after a crisis.

CrisisProtect is part of AirGuard®, a suite of best-in-class safety and loss control services AIG Aerospace provides to address the complex risk, safety and regulatory challenges of corporate flight departments, commercial air carriers, and airports as well as aviation service providers.

On the Record

The following real-life cases demonstrate the value of Dix & Eaton's crisis communications preparation and response expertise in action:

Protecting an Airline's – and an Industry's – Reputation

Challenge: A commercial airliner crashes killing 50 people – and triggering intense government and public scrutiny of the regulation and operation of regional airlines in general and the airline operating the crashed plane in particular.

Solution: Dix & Eaton provided on-the-ground communications counsel, strategy development and messaging at the headquarters of the regional airline's parent company. The team worked with the company's management and outside advisers to prepare executives to present testimony and handled media inquiries surrounding House and Senate subcommittee hearings and an NTSB special hearing on airline safety. A system was put in place to proactively identify potential issues and create messaging in advance to avert or minimize any adverse impact on the airline's operations. The team also coordinated efforts with the Regional Airline Association, helping to manage the intense focus on the industry.

Outcome: Media coverage around the incident included company messaging, and the parent company brand was kept out of the fray. The company's relationships with its major air carrier partners were preserved. Customized crisis training Dix & Eaton conducted just four months before the accident had prepared executives well for their key roles, and employees were kept well informed.

Weathering A Potentially Volatile NTSB Hearing

Challenge: After its plane crashed on approach, killing the two pilots ferrying the aircraft, an airline faced a National Transportation Safety Board (NTSB) hearing on pilot actions that may have resulted in engine failure. The hearing had the potential to generate substantial adverse media and regulatory attention for the airline – a danger that was compounded by rumors that the pilots' unprofessional behavior led to the fatal stall.

Solution: Creating key messages, internal and external communications, and talking points for the NTSB hearing and media briefings, Dix & Eaton prepared the company and its executives to clearly and effectively state its position and reinforce its commitment to effective training and safety operations. Executives and media spokespeople were trained and rehearsed the messaging, which was created in collaboration with legal counsel and aircraft and engine manufacturers. Dix & Eaton worked with the company to monitor and analyze media coverage throughout the NTSB hearing and held a press briefing at its conclusion. In addition, processes were established for fielding inquiries and responding and communicating with the company's major shareholders.

Outcome: The airline's executives proved well prepared and credible during the hearing, and company messaging was reflected in balanced media coverage. Clearly articulated communications with employees and customers supported key employee retention and minimized customer concerns and lost bookings.