



Preparing for a crisis and addressing risk:
Are you ready?

2018 SKY HIGH SUMMIT

MAY 16, 2018

GALLATIN PUBLIC AFFAIRS



What we are going talk about today:

- Steps you need to take today to prepare for a crisis
- Real-life lessons from real-life scenarios
- 10 Key Takeaways
- How to proactively respond to safety concerns about trampolines



Key Takeaway

If you do not already
have a crisis plan,
you are at risk.



What is a crisis?

An event that threatens your organization's reputation.

A crisis can include:

- A life-threatening accident or event
- Perception of serious moral or legal wrongdoing
- Unplanned change in leadership
- Natural disaster



Lesson:

Every crisis presents an
opportunity to
demonstrate your values.

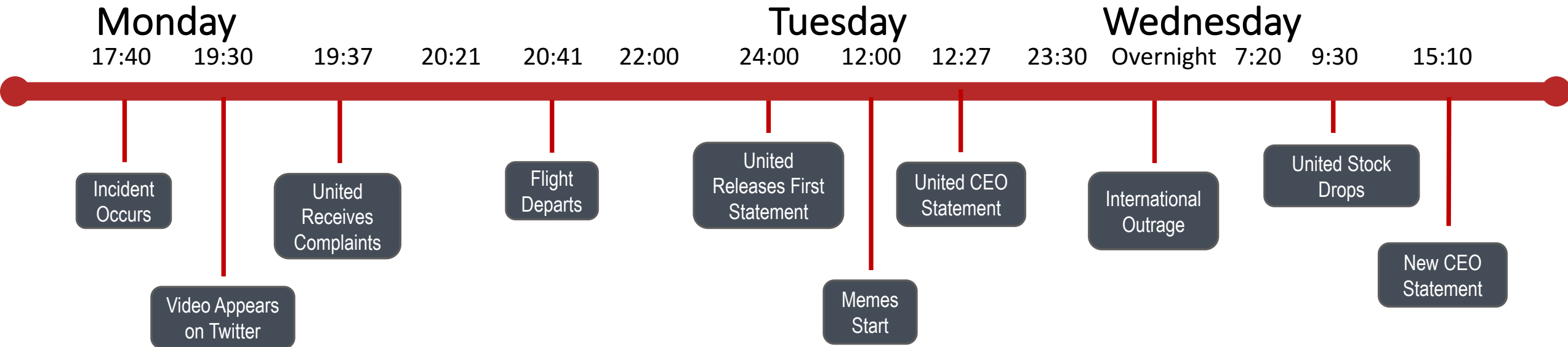
compassion...integrity...transparency...accountability

A detailed illustration of a United Airlines airplane in flight, viewed from a low angle looking up. The plane is white with blue and yellow accents, including the United globe logo on the tail. The background is a bright blue sky with scattered white clouds. A dark grey horizontal band is overlaid across the middle of the image, containing the text.

Response: United Airlines



Stories spread quickly on social media.



United Airlines Apologizes After Dog Dies in Overhead Compartment

By LIAM STACK MARCH 13, 2018



Castano Family



NEW THIS MORNING
OUTRAGE OVER DOG'S DEATH IN OVERHEAD BIN
FAMILY SAYS FLIGHT ATTENDANT MADE THEM STOW BAG



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RELATED COVERAGE



United Airlines Faces Questions Over Death of Giant Rabbit APRIL 26, 2017



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COMMON SENSE
The Boycott That Wasn't: How United Weathered a Media Firestorm JULY 27, 2017



United Airlines Passenger Is Dragged From an Overbooked Flight APRIL 10, 2017

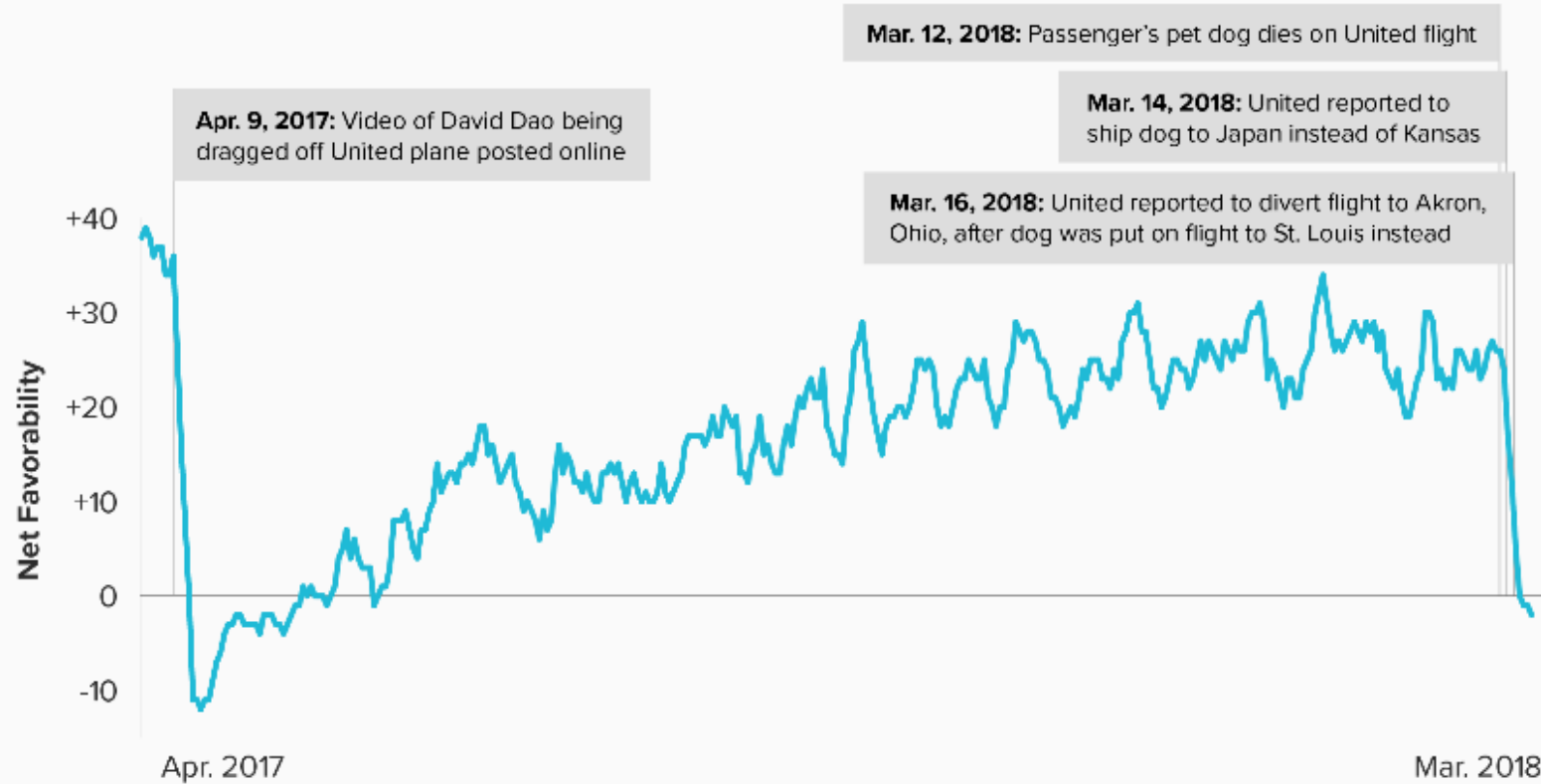


Delta Air Lines Tightens Rules for Service and Support Animals JAN. 19, 2018



Pet Incidents Deliver Another Blow to United Airlines' Reputation

The airline's net favorability plunged 28 points after three pet-related incidents last week, but the decline wasn't as steep as the one in April 2017, when a passenger was forcibly removed from a United flight.





Lesson:

Crisis planning should not just be a communications exercise because a crisis threatens the very future of your business.



Prepare now:

- Define and assign your crisis team.
- Outline roles and responsibilities.
- Revisit your values.
- Assess risks, both natural and manmade.
- Establish what your facility is prepared to do in the event of a crisis.
- Train, test and train again!



Every crisis plan should include:

- Information specific to your operation with names, contact information for the crisis management team.
- Planned overview and review schedule.
- Contact lists for employees, customers, stakeholders and media contacts.



Advanced planning should also include:

- Identify where the crisis management team will be co-located.
- Identify spokespersons for various scenarios. Be clear about when to use your owner and why.
- List potential crisis scenarios developed from your risk assessment and discuss as a multi-disciplinary team.
- Draft news releases for the most likely scenarios.
- Identify space to hold a press conference with AV equipment.



- On April 12, 2018, two men were waiting for a business colleague at Starbucks in Philadelphia.
- One of the men asked for the restroom code and was refused.
- Employee instead called the police who arrested both men.



- Protests ensue.
- Two days later, video garnered 4.5 million views.
- Accusations of racism appeared on Twitter, Facebook, Flipboard and network news.
- Threats of a nationwide boycott amplified.



- On April 14, Starbucks CEO Kevin Johnson issued a public letter of apology on website and Twitter.
- Regional vice president arrived on scene to apologize.
- Employee who called police was dismissed.
- By April 16, national media interviewed the CEO, including Good Morning America and NPR.
- CEO delivered personal apology to the two men. Will close stores for nationwide training.



Two men arrested at Starbucks settle for \$1 each, plus a \$200,000 program for entrepreneurs.



7 Terrifying Statistics About Trampoline Safety

Published on July 8, 2016



Everett Sanderson | [+ Follow](#)

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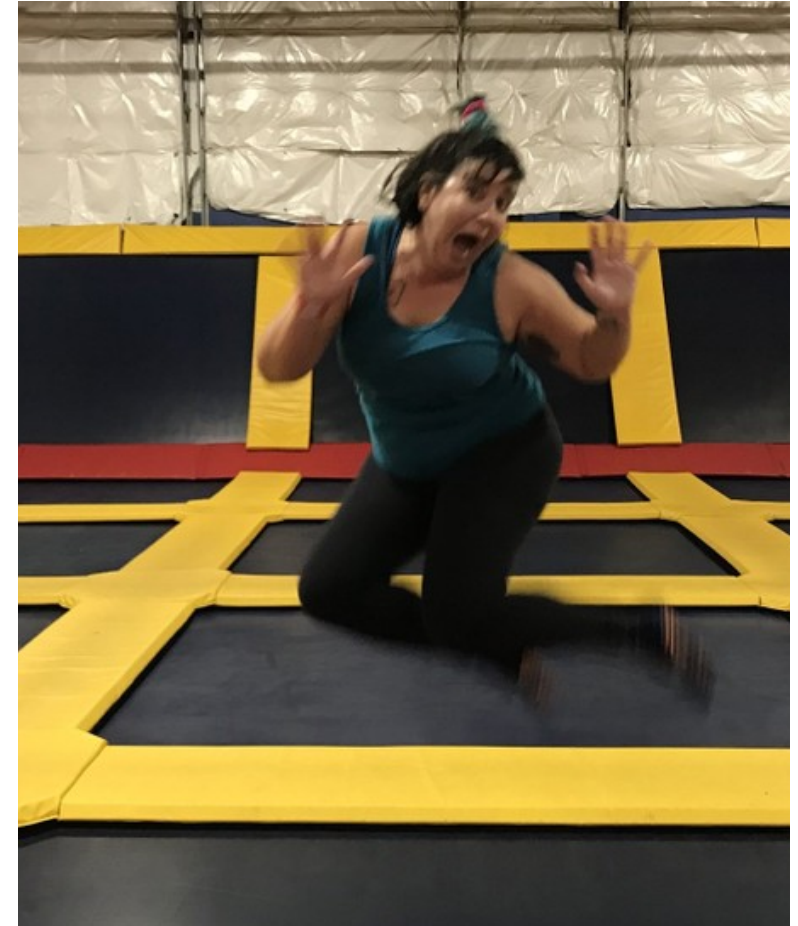
“Terrifying trampoline statistics”

- Trampolines cause about 100,000 injuries every year.
- Children under 16 suffer nearly 93 percent of fractures.
- Three-quarters of trampoline injuries happen as more than one person jumps.
- Approximately 15 percent of injuries on trampolines happen to children younger than 6.
- One in 200 injuries leads to permanent neurological damage.
- Four percent result in a hospital stay.
- More than 95 percent of fractures happen at home. **Medical authorities advise against any home use of trampolines.**



Oregonian reporter comment after visiting Sky High Sports in 2018:

“We both hurt ourselves and the obliging staff brought us ice packs. Still, I’d probably go again.”



Sky High Sports has two main goals:

- 1. To provide top-notch, active fun for families and people of all ages and fitness levels; and*
- 2. To ensure an optimally safe experience for our patrons.*

 **WARNING**

Trampoline use involves an inherent risk. Impact can result in serious or fatal head injury, paralysis and fracture.

JUMP AT YOUR OWN RISK

Your industry's top takeaway:

To combat media coverage, social media and consumer perceptions that trampolines are dangerous, safety and training must be your **top** priorities.

How to proactively respond to safety concerns about trampolines:

1. Focus on safety at all times. Provide ongoing training for staff and visitors.
2. Stage a safety fair.
3. Partner with the local fire or police department to host an event.
4. Put your staff training program on display.
5. Increase the number of trained monitors.
6. Segment events for specific age groups.
7. Before you invite the local media to your facility, prepare a set of key messages, anticipate questions and practice your answers.
8. Repeat: Focus on what you do to insure safe experiences for all ages.



The next **crisis** can be ignited **spontaneously** by any of the world's **3.5 billion** Internet users.



Top 10 Crisis Plan Takeaways

1. Assess risks.
2. Identify crisis team.
3. Create a plan.
4. Train your team.
5. Recognize when you are in a crisis vs. when you had an event.
6. Respond quickly and remain engaged.
7. Follow your values, not your instincts.
8. Own it and be visible.
9. Be accountable.
10. Embrace every media outlet where the outrage is spreading.



Gallatin Public Affairs

Questions?
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