

Global service
built around you

North

Crisis Media Response Service for North's members



Crisis communication is an essential component of good incident response and can help deal effectively with unexpected disasters, emergencies or other unusual events to:

- Enhance and defend relationships with charterers and other stakeholders.
- Limit third-party interference.
- Reduce incident response costs.
- Protect share price and access to capital.
- Safeguard reputations.

North has agreed an exclusive partnership agreement with Navigate Response that offers Members a 20% discount on the first year of their Crisis Media Response service which includes the following:

Planning & Preparation:

- Advice and consultancy to update & enhance crisis communications plans.
- Prepared templates, Q&A's and fact sheets.
- Specific planning to manage a US based incident.
- Testing plans with bespoke media drills and exercises.

Incident Response:

- 24/7 x 365 telephone contact for support and advice.
- Media experts on scene at short notice.
- Advising spokespersons and acting as gatekeeper for all media enquiries.
- Marshalling and coordinating media at the incident scene.
- Producing & issuing media statements, developing Q&As, arranging media conferences & briefings.
- Media monitoring and engagement with all platforms.
- Ongoing advice on handling internal communications.

- Liaison with relevant parties including ship managers, charterers, lawyers and spill response executives.
- Post incident media monitoring and response.
- Comprehensive post incident report.

Media Training:

- Spokesperson: On camera training to prepare for the toughest media interviews.
- Seafarers: Online course includes responding to journalists and safe social media use.
- Shore staff: Do's and don'ts of crisis communications, understanding social media and how media works.
- General: How to influence the news agenda and protect your reputation.
- Social media simulator: Highly realistic media and social media engagement for any exercise.

Members should contact Navigate Response directly.

Navigate Response Ltd

The Baltic Exchange, 38 St Mary Axe,
London. United Kingdom

T: +44 (0)20 3326 8451

E: enquiries@navigateresponse.com

www.navigateresponse.com

FOR MORE INFO
SCAN HERE:



* Discount applies to the first year of Crisis Media Response Service.

For more information, please visit www.nepia.com    

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