

Crisis Management and Communications

Expert guidance and strategies for effective and responsive crisis communication plans

Organizations are faced with a variety of unexpected events that may require specialized response capabilities. In many cases, these situations demand highly specific event management and communication tactics. Once activated, the event management and communication efforts must follow prescribed guidelines and protocols.

Aon's Business Continuity Management team delivers the leadership, expertise, coordination & control and communication know-how aspects to help you properly manage critical incident effectively. Our professionals can help ensure your crisis management and communication plans are up-to-date, exercised and effective. Our consultants:

- Conduct GAP analyses of existing plans to assure "best practices" and proper integration in the business continuity management program,
- Help you develop a comprehensive crisis management and communication program,
- Assist with team development and structure,
- Support defining leadership responsibilities and decision-making activities,
- Distinguish internal and external communications requirements and recognition
- Assist you in developing and outfitting an emergency operations center (EOC)
- Ensure your crisis management and communication plan is properly integrated into your business continuity program

Aon Business Continuity Management experts review, analyze, develop and test crisis management and communication plans and bridges the responsibility and coordination between the emergency response and operational recovery. Effective crisis management does not happen by accident; every organization needs a fully developed- and tested- plan in place. Our Crisis Management experts:

- Review your existing crisis management and communications plans and strategies
- Conduct training workshops for senior and facility management to support leadership responsibilities, decision-making and plan implementation,
- Support and educate key management on leadership and decision-making roles prior, during and following an incident,
- Provide instructions for the identification of triggers, team activation and deployment, escalation recognition, and managing "the campaign",
- Verify appropriate resources are available in support of decisions and activities,
- Develop status boards designed to track all team activities and assist in the coordination of incident remediation,
- Manage the recovery, communications protocols for constituents (internal and external), and,
- Train how to close out the campaign,
- Develop and conduct Crisis Management and Communications exercises designed to challenge even the most experienced crisis management team.

We're here to empower results:

Contact an Aon Business Continuity Management expert for more information on how we can develop a resilient and responsive crisis communication approach for your organization.

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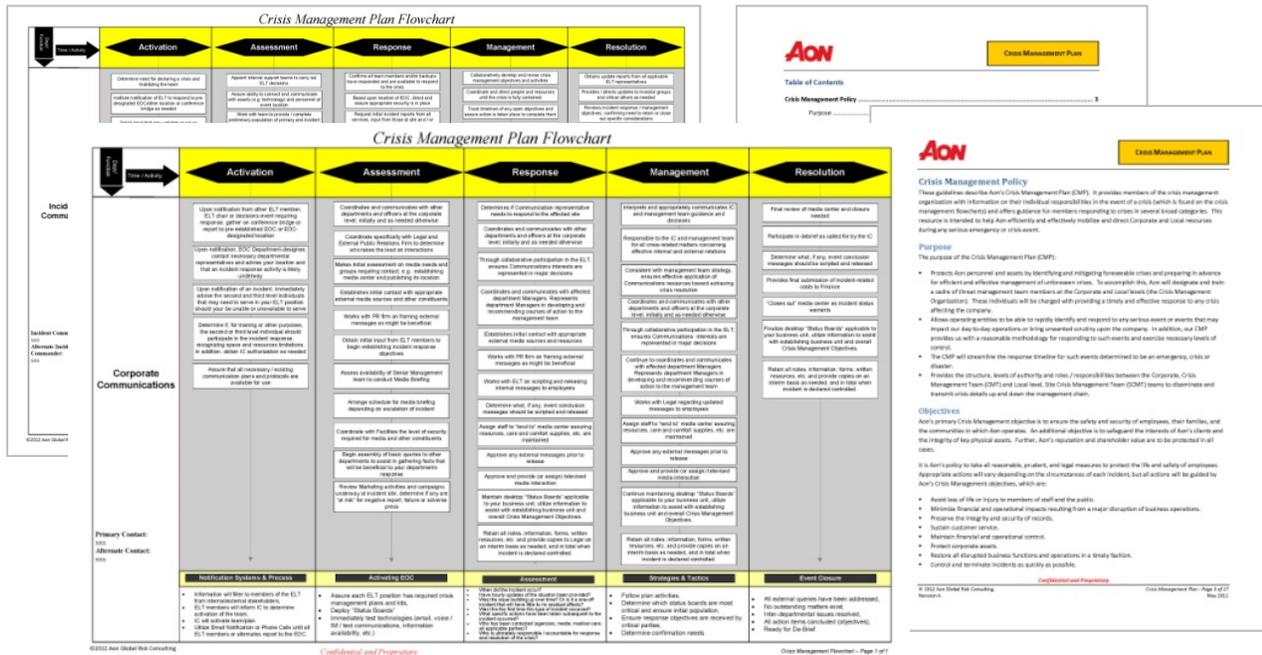
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Designing tailored crisis planning solutions

Aon uses multiple methods to develop crisis management plans that can be executed at the facility level as well as corporate level.



About Aon Global Risk Consulting

In today's challenging global environment, business risks are no longer isolated by industry, geography or country. Economic slowdown, regulatory changes, cyber crime, terrorism, increased competition, damage to reputation, and other critical risks are complex, inter-related and global in consequence. Aon Global Risk Consulting is the world's leading risk consulting organization. With nearly 1,800 risk professionals in 50 countries worldwide, AGRC consultants have the expertise and experience to recognize and address the unique challenges and opportunities that face our clients.

In close partnership with Aon's broking team, AGRC provides comprehensive and tailored solutions through a consistent global approach backed by a panel of industry experts. Our risk control, claims and engineering team consists of 600 professionals who support clients globally in the property and casualty risk control arena.

Our Risk Consulting business unit includes leading disciplines ranging from actuarial, business continuity management (BCM), enterprise risk management (ERM), risk management outsourcing, risk finance and captive consulting, and captive reinsurance. Our Actuarial & Analytics (A&A) practice consists of more than 100 consultants including 47 actuaries having Property & Casualty (P&C) credentials.

Aon's Captive & Insurance Management practice is widely recognized as the leading captive manager, managing nearly 1,200 captives globally with local capabilities in over 30 countries.

