

CIRCULAR REF: 2018/008

**CIRCULATED TO ALL MEMBERS, BROKERS AND DIRECTORS
ATTENTION INSURANCE DEPT**

**21 FEBRUARY 2018
KAH/RMY**

REMINDER: NAVIGATE RESPONSE CRISIS MEDIA RESPONSE SERVICE - DISCOUNT FOR NORTH'S MEMBERS

We would like to take this opportunity to remind you about North's agreement with Navigate Response Limited which offers Members a 20% discount on the first year of their Crisis Media Response Service.

Navigate Response is one of the leading crisis communications companies for the international shipping, port and offshore industries. Supporting a fleet of 3,500 vessels, Navigate Response has a global network of 38 offices in 24 countries, including an unsurpassed presence in North America.

Crisis Media Response Service – Benefits & Features

The Crisis Media Response service can be used by any shipowner or ship manager requiring specialist crisis communications support.

- Effective communications during a crisis can reduce third party interference, limit the risk of crew or vessel arrest and avoid unnecessary response costs.
- Robust crisis media response plans can equip Members to withstand threats to their reputation and win business with discerning charterers.
- Appropriate media plans and policies reduce the risk of company employees inadvertently creating a 'crisis' by posting on social media or poorly managing an interaction with a journalist.

Navigate Response is offering North's Members a **20% discount** on the first year of their standard all-inclusive crisis media response service which covers:

- Planning & Preparation
- 24/7 x 365 Incident Response
- Media Training

For more information on the service, please read our flyer: [Navigate Response: Crisis Media Response Service](#).

We ask that you kindly pass this information on to the person(s) responsible for your company's media response and crisis communications plans.

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THE NORTH OF ENGLAND P&I ASSOCIATION LIMITED 100 The Quayside, Newcastle upon Tyne, UK, NE1 3DU
Telephone: +44 (0) 191 2325221 Fax: +44 (0) 191 2610540 www.nepia.com

The North of England Protecting and Indemnity Association Limited. Registered in England No. 505456. Registered office address above.

Authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority.

Hong Kong: Room 3011 COSCO Tower, 183 Queen's Road, Central, Hong Kong Telephone: +852 25446813 Fax: +852 25424424.

Greece: 5-7 Aghiou Nikolaou, GR 185 37 Piraeus, Greece Telephone: +30 210 4283038 Fax: +30 210 4280920.

Singapore: 80 Anson Road, #26-04 Fuji Xerox Towers, Singapore 079907 Telephone: +65 64110160 Fax: +65 62240160.

Tokyo: Shinkyobashi Building, 6th Floor, 2-8-8 Kyobashi, Chuo-ku, Tokyo, Japan, 104 – 0031 Telephone: +81 (3) 5159 5373 Fax: +81 (3) 5250 0003.

North of England Marine Consultants (Shanghai) Ltd Co.: Room 11D, Phase B, Shinmay Union Building, 506 Shangcheng Road, Pudong, 200120, Shanghai, China Telephone: +86 21 6087 5988 Fax: +86 21 6087 6198.

If you have any questions or would like to register your interest, please contact Dustin Eno at Navigate Response: enquiries@navigatorresponse.com or call + 44 (0)20 3326 8451. You may also be contacted directly by Navigate Response.

ROB MCINALLY
DIRECTOR OF MARKETING & COMMUNICATIONS
The North of England P&I Association Limited