

CRISIS MEDIA RESPONSE SERVICE



NORTH 
SERVICE, STRENGTH, QUALITY



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:

- Basic (shore staff): do's and don'ts of crisis communications, understanding how media works, social media policies.
- Basic (seafarers): social media guidance, dealing with media, understanding how media works.
- Advanced: spokesperson training for print, broadcast and telephone interviews. Role playing.
- Intensive: how to influence the news agenda, role playing.
- Social media simulator: highly realistic media and social media engagement for exercises of any size.

Members should contact Navigate Response directly.

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