



Incident Response Communications

- Are you prepared should a major incident threaten your business or reputation?
- Do you have a communication plan in place to support your emergency response team?
- Have you tested the effectiveness of your internal and external communication framework?

For most companies, the issue is not *if* an incident occurs, but *when*. And remember, incidents do not always come from operational areas of the business – they can just as likely occur in non-project areas with as much risk to reputation as a serious accident or oil spill.

PR PERTH has unrivalled experience working with clients to identify, manage and mitigate emerging reputational issues. Our services include the development of risk management documentation, such as risk registers and policy briefs, and training courses to equip organisations with the required skills should a real crisis break.

The **PR PERTH Incident Response Communications Team** is on call 24 / 7 to provide companies across the oil and gas, construction and engineering sectors with the counsel and support they need to stay in control should a serious incident occur.

The **PR PERTH Incident Response Communications Service** ensures clients have an industry-leading, best-practice model in place delivering ongoing value-added benefits including:

- PR PERTH representative on EMT/CMT
- Annual presentation on Crisis Communications or other case study
- Access to current media list
- Annual audit of crisis communications and emergency response plans
- Media training for company spokespersons
- Participation in emergency exercises.



Incident Response Call Centre

PR PERTH can also provide a dedicated 1800 number and call centre to be activated on behalf of companies in the event of an emergency response mobilisation.

The call centre coordinates flow of information required between the PR PERTH Incident Response Call Centre and the company officers during any emergency.

The **PR PERTH Incident Response Call Centre** offers:

- 24 / 7 support
- WA based call centre with WA employees
- Call centre activation within one hour of alert
- Dedicated 1800 number for each business
- Minimum of 4 lines, expandable with scale of incident
- Option of managing both inbound and outbound calls
- Capacity to manage hundreds of calls per hour
- Ability to adapt scripts and responses within minutes
- Detailed reports of call volumes and issue topics.

For more information on PR PERTH Incident Response Communications Services please contact
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