



ARUGA

CRISIS COMMUNICATIONS & ISSUES MANAGEMENT



Aruga acknowledges the Traditional Custodians – the Turrbal and Jagera peoples – as the original storytellers and cultural creators on the land where we work and play. We recognise their continuing connection to land, water and community and pay our respects to Elders past and present for our shared future.

Artwork by Waanyi and Kalkadoon artist, Keisha Leon (Leon Design)



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Crisis? What Crisis?

Life has a nasty habit of throwing curveballs and while you never truly know where they'll land or how much damage they'll inflict, you can prepare for impact.

Planning for a crisis is not tempting fate, it's simply good business practice.

Whether the storm is in a teacup, on social media or bearing down on your open-air event, Aruga's cool head and steady hands will equip you to weather any crisis.

Our services include:

- Developing comprehensive crisis communications plans
- Scenario planning and mapping communications frameworks
- Developing Key Messages
- Producing holding statements, media responses and public correspondence
- Producing FAQs and response matrices
- Media training key spokespeople
- Ongoing media relations and reputational management
- Media monitoring

We've got your back – rain, hail or whine.



Crisis Communications Plans

BECAUSE A CRISIS WILL HAPPEN.

A crisis can range from spiteful social media posts by a single disgruntled customer to the industry-wide devastation and disruption only a pandemic can wreak.

A crisis communications plan lays the foundation for how you respond to and manage catastrophe and calamity on any scale.

Aruga works with you to map out reporting lines, identify spokespeople, manage stakeholder expectations and develop an overarching crisis communications plan – a tailored how-to handbook for handling any crisis.

Communications Frameworks

BECAUSE YOU CAN'T PREPARE FOR AND MANAGE A CRISIS AT THE SAME TIME.

When a crisis comes calling – or tweeting – you can't afford to be caught out. A crisis is immediate and fast-moving and brands without a communications framework in place risk losing time and control of the situation.

Aruga helps identify your unique potential issues and scenarios and prepare you for them with a series of clearly defined processes, procedures and messaging.

Trying to establish a communications framework in real-time while also juggling a full-blown crisis is close to impossible.





Key Messages

BECAUSE IT'S BETTER TO CONTROL THE NARRATIVE.

Every second counts in a crisis so preparation is key.

Aruga works with you to develop Key Messages that clearly relay your position and brand values. This messaging forms the foundation of all communication in a crisis, ensuring responses and statements are delivered on time and on-brand.

Key Messages are used to inform:

- Media and public statements
- Social media responses
- Customer and client correspondence
- Call centre scripting
- Media training of spokespeople

Key Messages give you a fighting chance of staying clear, consistent and in control of the narrative.



Rapid Response

**BECAUSE YOUR CUSTOMERS AND CLIENTS
WILL JUDGE YOU ON YOUR REACTION.**

Poor handling of a crisis can do irreparable damage to a brand's reputation and sometimes even overshadow the crisis itself.

Crisis planning empowers you to confront your vulnerabilities and potential red flags with a clear and level head.

Aruga works with you to incorporate your Key Messages into a response matrix with approved answers to frequently asked questions that can be used across social media, by call centre and customer service staff and in response to media queries.

Training Spokespeople

BECAUSE IGNORING A PROBLEM WON'T MAKE IT GO AWAY.

Sometimes silence is dignified, other times it is deafening and destructive.

With Aruga, you will workshop scenarios, investigate your options and explore real-world case studies for valuable insight into when to speak up and when to keep quiet.

Aruga will help you identify spokespeople, establish protocols for when and how they respond and train them to deliver your Key Messages.

Aruga's tailored Media Training services provide a comprehensive understanding of the media landscape, valuable practical experience including live on-air and on-camera training, techniques for handling difficult interviews and, above all, peace of mind for you and your spokespeople.



Media Relations

BECAUSE THE MEDIA DOESN'T HAND OUT FREE PASSES.

Customers may forget, staff may forgive but journalists will rarely do either.

Implementing a comprehensive crisis communications plan will ensure your spokespeople are prepped, your messaging is on-brand and you're primed to make the media spotlight work for you.

When the media interest lingers, Aruga's team of PR professionals can develop an ongoing media strategy to mitigate negative publicity, manage your reputation and liaise with media on your behalf.



Media Monitoring

BECAUSE YOUR REPUTATION IS YOUR MOST VITAL RESOURCE.

A good media monitoring system is crucial to protecting your reputation.

Not only will it keep you on top of what's being said about your brand – and who is listening – but it provides an essential measurement tool for planning, analysing and evaluating your communications strategy.

Aruga values the insight and information gleaned from media monitoring and partners with Stream to offer the most accurate, resourceful and cost-effective service available.

Send Up A Flare

BECAUSE WE'VE GOT YOUR BACK.

Aruga is good under pressure and great in a crisis.

We've helped dozens of big brands, organisations and individuals navigate uncomfortable situations.

While we'd love to share our success stories with you, we value discretion.

Contact us for a confidential discussion about how Aruga can tailor crisis communications planning for you.





We'd love to chat.

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