

Confident about your crisis communications?



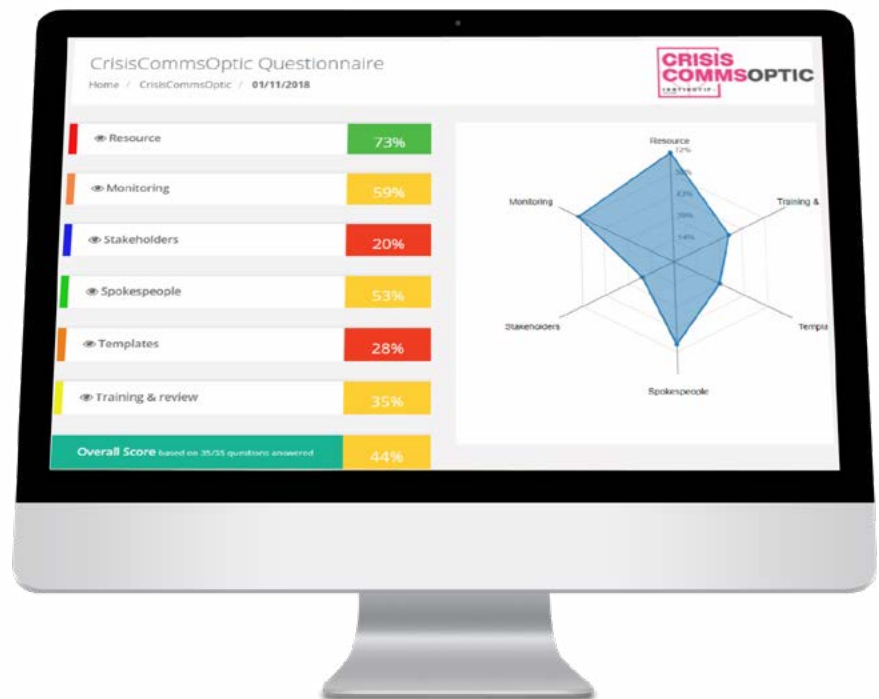
Free for a limited period

As the world becomes more social, it's user-generated content which increasingly drives the pace of crisis communications. Your reputation, which has taken years to build, can be destroyed in a matter of clicks if you are not fully prepared.

However, with so many different aspects of crisis communications to consider how do you prioritise what to focus on? And, how do you know you've done enough?

CrisisCommsOptic is a unique and powerful online benchmarking tool that can be completed quickly and effectively, allowing you to quantify your crisis communications readiness against **six key areas** of industry best practice:

- Resource
- Monitoring
- Stakeholders
- Spokespeople
- Templates
- Training & review



Your **CrisisCommsOptic** dashboard provides an accurate indicator of the strengths and weaknesses of your crisis communications.

Combined with our short, tailored report on recommended activity, you can **focus resource where it matters most**.

With the window of opportunity to take control of your narrative during a crisis shrinking, preparation has never been more vital.

Register for **CrisisCommsOptic** now: <https://optic.instinctif.com/>

For a deeper dive into your broader crisis preparedness, sign up to **CrisisOptic**.

For more information:

Call +44 1869 353 800 Email Risk&Crisis@instinctif.com Visit instinctif.com/optic