Are you ready?

Major crises can hit suddenly, or smolder before catching fire.

For most, it's not a matter of if, but when.

How can you know if the plans, training and preparations you have invested in will work to protect your organization's reputation, brand and future?

Introducing the Agincourt Gap Analysis Tool for crisis communication plans.

The Agincourt Gap Analysis Tool is the first to provide the assurance you need. A team of top crisis communication experts will assess your plan based on years of experience dealing with some of the largest events ever. Evaluation includes your preparation for the social media onslaught and online risks of a hyper-connected world. After a thorough review involving at least two members of our team, you will receive a detailed report, including identification of all strengths and weaknesses. The report will show where your plan ranks against similar organizations. From the review, you'll have what you need to enhance your plan to meet global best practices.

Benchmark your plan against best practices and your peers. Assessment is done by a team of top crisis communication experts.

- Over 150 elements of your plan will be carefully analyzed.
- Assessment done by a team of highly experienced crisis communication professionals
- Your report shows strengths and weaknesses and comparisons against other plans evaluated by the team and the tool.
- Once gaps in your plan are addressed, you will have the confidence to answer:

"Yes. We are ready."

The Agincourt Gap Analysis Experts



Gerald Baron Creator of the Gap Analysis Tool and OnePage Crisis Communication Playbook. Founder of PIER System; CEO of Agincourt Strategies. Author of *Now Is Too Late: Survival in an Era of Instant News.*



Neil Chapman Former BP Communications Executive, CEO of Alpha Voice Communications; Senior Associate with Wixted Pope Nora & Thompson. Located in UK.



Patrice Cloutier Former CBC broadcast journalist, Government communicator from Ontario, Canada. Blogger and expert in social media and emergency management. Located Toronto, Ontario.





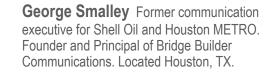


John P. (Pat) Philbin, Ph.D., APR

FEMA. CEO of Crisis1. crisis management

Former Public Affairs Chief, US Coast Guard; Former Director External Affairs,

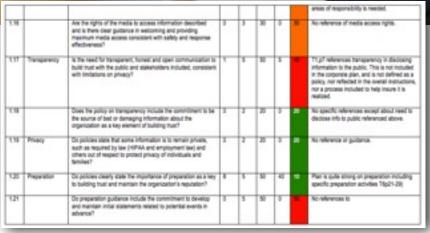
consultancy. Located WA DC.





Adam Crowe Emergency Preparedness, Virginia Commonwealth University. Former Community Preparedness, Johnson County, KS. Author Disasters 2.0: Application of Social Media Systems for Emergency Management. Located Richmond VA.





The Gap Analysis Tool:

Over 150 plan topics are addressed. Each topic is given a numerical score, and a color code to quickly identify strengths and gaps.







In partnership with



CRISES & CORPORATE STRATEGIES

Crisis and Emergency Communication Training and Consulting <u>www.agincourt.us</u> 360-303-9123