The Keystone to Disaster Recovery: Communications

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For copies of the slides presented during today’s session, please visit:
http://agil.me/2015npm1
1. Identifying your organization’s needs for an internal communication plan during disaster.
2. Developing an External Communications Strategy
3. Preparing a Media Communications Strategy
4. Q&A
Basic Principles:

- Proper Communications require integration into all recovery plans: IT, Business Functions & Crisis Mgmt

- Business functions are all about people, processes and technology – all of which require communication.
Create a Crisis Communication Plan

- Develop a process to make sure all stakeholders (internal and external) are aware of decisions and expectations.

- Ensure redundancies independent of cell or terrestrial networks as much as possible
  - 24-hour phone tree (with redundancies)
  - Password protected web page (centralized emergency status)
  - Previously Established Radio/TV/Print News Partners
  - Call-in recording system
  - Text/Data Alert system
  - E-mail Alert System
Create a Crisis Communication Plan

- Manage member and key vendor/partner communications
- Prepare a media communications plan
- Consider all your different audiences:
  - Employees
  - Stakeholders
  - Suppliers
  - Clients
  - Media
  - Lenders
  - Community
  - Competitors
  - Regulators
Starting Simple – Emergency Contact List

Create an Emergency contact list that includes:
- Home Phone
- Alternate Mobile
- Personal E-mail
- Family/Emergency Contact Information
- Evacuation Plan Details
  - Stored Remotely for Easy Access

Setup an Alert Notification Program
- Explain Purpose
- Test Regularly
- Update regularly with any CHANGES to your organization
- Train New Hires
Online Communications – Social Media

- Post real-time status updates
- Direct clients/employees to alternate locations
- Provide emergency contact information & instructions
- Allows easy transference of information to other audiences
- User-Friendly, Searchable, universal applicability, stable platform

Twitter
LinkedIn
Facebook
External Communications Strategy
Online Presence – Website Access

- **FIRST** Point of Public Access
- Remote access to your Web Site?
- Ability to **immediately** post critical information to your site?
- Ensure your site can handle any potential SPIKES in traffic during emergency events
- Ensure your site is hosted remotely with redundant servers
Voice – Phone Redirection

- Contact your provider to learn about phone redirection capabilities and implementation process.

- Develop a tactical response plan in the event of a phone outage.
  Will you:
  - Redirect lines to Voicemail?
  - Redirect lines to Cell Phone?
  - Redirect lines to second office or partner?
Implement the Plan

- Initiate recovery
- Redirect phone lines
- Set realistic timeframes
- Determine spokesperson(s)
- Show consideration & empathy toward employees, clients, etc.
- Remember: Any event can cause hardships/complications/delays
Media Communications Planning
Steps for Proper Media Communications

- Establish a Crisis Communications Team
- Identify & Train Spokesperson(s)
- Establish a policy for employee interaction with Media, ON and OFF-SITE
- Ensure all Employees KNOW who the Spokesperson is and how to reach them
Steps for Proper Media Communications

• During Crisis
  • Collaborate with Team
  • Identify Key Talking Points
  • Respond IMMEDIATELY (react with assertiveness & direction)
  • Continually monitor situation and update response strategy
DOs:

• Thoroughly train all employees on the media communications strategy
• Work to manage the media’s access to your site
• Partner & establish relationships with Media representatives beforehand
• Be sure of facts, don’t guess
• Provide an after hours contact to media for all inquiries
• It is OK to have prepared statements
• If appropriate, express genuine empathy
• Regularly monitor any and all accessible information sources for news or updates about your organization (particularly social media)
• Stay on message, and stop talking when you are done communicating your primary message
DON’Ts:

• Don’t say something is “off the record”
• Don’t allow members of your organization to say “No Comment.”
• Don’t attempt to answer hypothetical or “What if...” questions
• Don’t state that “you don’t know” the answer, instead offer to find the answer or complete information to the specific question for them and get back in touch
• Don’t allow unlimited contact with employees as much as possible
• More tools and information available at:
    • Crisis Communications Checklist
    • Emergency Communications Plan

Other Tools
National PrepareAthon! Day:
September 30th, 2015

Challenge YOU to take
one action from today’s webinar.

www.ready.gov/prepare

“Take Action to Prepare”
America’s PrepareAthon! Website

www.ready.gov/prepare

- Online registration*
- Events calendar*
- Preparedness resources
- Branding resources
- Promotional resources
- National research
- Dedicated state pages
- Online discussion boards*

*Shared with national preparedness community
Upcoming Webinars:
- “Recover from the Most Likely Disaster: Power Outage”
  Wednesday, September 16th – 2pm to 2:30pm
- “Protecting Your Organization by Preparing Your Employees”
  Wednesday, September 23rd – 2pm to 2:30pm
- “If You Do Nothing Else This Year...”
  Wednesday, September 30th – 2pm to 2:30pm

Register at www.NPM2015.com

National Preparedness Month
Educational Webinars
QUESTIONS?

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Today’s session has been recorded.
Links to the archived recording will be emailed to all registrants automatically tomorrow.

For copies of the slides presented today, please visit http://agil.me/2015npm1
Prepare to Survive.

The Agility Story
Started by General Electric over 25 years ago.
Saw a need to recover at or near the organization’s normal location.
What We Do

We provide the 4 key Elements of Disaster Recovery

1. **Office Space:**
   Everything needed for your employees to work

2. **Power** for the office

3. **Communications:**
   Telephone and Internet access & equipment

4. **Computer System:**
   Computers, servers, printers, fax
Culture of Success

General Electric built an infrastructure to ensure success

- 25+ years
- Rescued 1000’s of organizations
- Never failed

Atlanta Distribution Center
The industry focused on the needs of the Fortune 500. This model is too expensive for most organizations.

In 2004, Agility defined a new vision. Agility will bring disaster recovery solutions to ALL types of organizations.
New Business Model - ReadySuite

Agility created a solution that all organizations could afford.

For a small monthly fee, typically around $500/month for most organizations, you can protect your operations.
When You Become a Member

A continuity planner will contact you and gather the info we need to recover your organization if you have a disaster. e.g.

• How many critical employees need to be up and running?
• What are the power requirements of your office(s)?
• Where do you store your data?
• How do you want your phone calls handled during a disaster?

Ben Pritchard Member Services
When You Become a Member

All information is placed in a password protected site called **myAgility**. myAgility is the foundation of your recovery plan.
When You Have A Disaster

- Agility’s operations team works with you to determine your needs.

- You only pay for Agility’s out-of-pocket expenses:
  - If we fly a technician to your office to set-up computers, we charge you for the airfare, but not the time.
  - If you need a generator, we'll deliver it and bill you our exact costs.
  - If you need a server, we take one from our stock and ship it to you. You pay for the shipping.
When You Have A Disaster

• Regardless if you have Agility or not, you would still have the same recovery needs.

• But Agility will get it done faster, cheaper and more effectively.

• Most importantly, we get it done every time.
Disasters Happen

Sometimes they’re small like a phone outage.
Disasters Happen

Sometimes they’re big like a tornado.

Photo taken by Agility Recovery team
Disasters Happen

If you don’t have a plan your business will be forever altered.

Photo taken by Agility Recovery team
Disasters Happen

• During a disaster there are more important things to focus on instead of trying to rebuild your infrastructure.

• When you’re most vulnerable to being overcharged and underserved, you will have a partner you can trust:
  ➢ 25 years
  ➢ 1000’s of recoveries
  ➢ Never failed

• Agility will never profit from your disaster.

Bobbi Carruth Agility Member
Worthington Federal Bank
Ask Yourself...

• Do you believe a disaster could happen?

• Do you believe that without a plan, your organization will suffer?

• Do you believe Agility, after 25 years and 1000’s of recoveries will be there?
Ask Yourself – Do You Believe?

If you answered, “Yes,” then Agility is a fairly easy decision. We welcome you as a member.
Questions?

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Prepare to survive.
For over twenty-five years, tens of thousands of organizations have relied on Agility to help plan for and recover from the unthinkable. We’re ready when you are.