

YOUR ADVANTAGE

- ◆ You uncover potential weaknesses and can eliminate them in a targeted way.
- ◆ You protect your staff and colleagues from communication mistakes.
- ◆ You prevent damage to your image in a lasting way.
- ◆ You receive a benchmark of the capacities of your crisis management in the food and consumer goods industry.
- ◆ You strengthen your negotiating position with insurers (when it comes to getting product protection insurance, for example).

Interested? Then contact us.

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CRISIS NEWSROOM

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ENGEL & ZIMMERMANN AG

UNTERNEHMENSBERATUNG FÜR KOMMUNIKATION

CRISIS CHECK-UP

PAIN POINTS AND OPPORTUNITIES





THE CHALLENGE

Today, many crisis situations are no longer the result of faulty products, accidents or legal transgressions but originate in the social, political and communicative environment. This poses unique challenges for companies and organizations:

- ◆ Not everything that is legal is necessarily legitimate in the eyes of the public – that can include anything from product descriptions to hiring contract workers. Even complete compliance with the law is no guaranteed protection against campaigns by NGOs or media attacks.
- ◆ In the preparation for potential crisis situations, traditional quality management often does not focus on communicative aspects. The goal has to be to close this gap in analysis and prevention. With the crisis check-up, we look at communicative risks in a targeted way.
- ◆ The implementation of the crisis check-up is not limited to the analysis level. Instead, we complement the presentation of the communicative risk and crisis potential with recommendations and suggestions for specific preventative measures.

OUR APPROACH

Within the framework of the crisis check-up, we visit your company with two experienced crisis consultants and conduct individual 30 to 60 minute interviews with your experts for the relevant areas along the entire value chain. Combined with the information you provide as well as additional research on our part, these conversations form the core of our analysis and assessment of communicative risks.

Based on the results, we create an extensive risk assessment as well as recommendations for measures for effective crisis prevention and communication. If you would like, we will also gladly present our findings to the board in person and discuss possible next steps.

OUR EXPERTISE

We advise companies in a variety of industry on how to establish an efficient strategic risk and crisis management and support them both in practical crisis prevention as well as in actual crisis communication when the need arises.

Our experts make sure that you are prepared for a crisis in the best possible way and that you always reach your various internal and external stakeholders credibly and effectively in such a critical situation.

WORKSHOPS AND SEMINARS

