Faculty Webinar: Navigating the Future of Events

2020 Vision: Planning for the unplanned.

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2019 CRISIS CATEGORIES

Other: Casualty Accidents 0.68%, Class Actions 1.19%, Activism 1.82%, Hostile Takeovers 1.17%, Workplace Violence 1.59%

Institute of Crisis Management 2020 Annual Report
If you don’t choose to do it in leadership time up front, you do it in crisis management time down the road.
Decision making is the key element.

Half of US companies don’t plan for media driven crisis.
Know what to do, ready to do it.
What to protect?

Brands live in the minds of customers. So, protect customers = protect brand.
The right thing to do?

Doing the right thing is more important than doing the thing right.
Tell the truth?

I respect people who tell me the truth, no matter how hard it is.
Risks that lie ahead.

COVID-19.
Protests.
Data breach
Accidents.
Shootings.
Video.
Labor.
Plan for the Unplanned
Best defense.
Think like customer.

Rehearse worst case.
Rehearse worst case.
Rehearse worst case.
Plan to make **news** because if things go wrong, you will.
Make sure facts align with story

If you don’t know, say so.
Tell it all, tell it early.
Tell it yourself?
Plan!

Think like a customer.
Know what to do.
Be ready to do it.