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The Crisis Comms Shortlist

#CRISISPR

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About me & Upright Position Communications

20+ years of experience (former journalist, in-house PR, agency)

Financial/Tech, Biz PR & crisis comms specialist

Pres. Obama's Travel & Tourism Advisory Board

Created travel/tourism public affairs division for Visa

Silicon Valley-based PR firm that works closely with late-stage startups

Crisis comms around aircraft accidents, shipping, IPOs, corporate shake-ups & Y2K

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12 months of PR crises

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1. Know what to do (& communicate this internally)
“Here’s an easy way to figure out if you’re in a cult. If you’re wondering whether you’re in a cult, the answer is yes.”
2. Plan, but...
3. Get ahead of the crisis...
“It’s such a fine line between stupid and clever”
4. Play the long game...
“When you get to the end zone, act like you’ve been there before.”
5. Find your champions & your friendlies...
“The best time to make friends is before you need them.”
- Ethel Barrymore

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6. Don’t go silent, but...
Getting your story straight

• Find your internal PR champion
• Spend time on messaging
• Contributed content: Pay to play, genuine & DIY
• Influencers

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Things to Remember

• Planning matters
• There’s no one size fits all
• Get ahead of the crisis
• Don’t lie
• Know where your allies are
• Keep your peeps media trained
• This will pass

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PR crises of the 2000s

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