

## Section VII: Crisis Management - Plan Outline

### **Note:**

***These recommendations may not be suitable for the reader's particular needs. Depending on the size and type of operations, the reader may or may not need to include all of the following suggested provisions in a Crisis Management Plan. This is an outline only. It is not intended to be a complete listing, nor intended to be an actual "Plan".***

### **Definition**

Written document developed by the Tour Operator that outlines the steps required for handling emergencies or unplanned events that occur while on tour. The plan would establish a crisis management team and include the pre-event planning; steps for execution of the plan; and post-event evaluation.

### **A. Pre-Event Management**

- Create a written plan that prepares for the most likely scenario and worst case scenario;
- Establish a pre-designated Crisis Team that will execute the plan and handle all communication needs;
- Evaluate the Plan by meeting regularly to determine if changes are required or if additional resources are needed;

### **B. Key Features - the Plan should include:**

- An updated listing of advisors and professionals such as Insurance contacts; Industry contracts; Legal advisors; Public relations/media contacts;
- Standard Operating Procedures for handling State Department Advisories;
- Standard Operating Procedures for collecting emergency contract and Medical Information.
- A call center for handling the expected influx of inquiries from family, clients, customers, vendors and the media.
- A designated spokesperson who will be the "voice" of the company in dealing with the authorities, media, family, customers and vendors.
- An emergency fund for additional expenses;
- Prepared media statements and press releases;

### **C. Post-Event Management**

- Keep communication lines open;
- Maintain a "bedside manner";
- Refund carefully - avoid admission of guilt and mark the refund accordingly;
- Work with suppliers - they, too, have a stake in the outcome of the event;
- Contract the travel insurance providers and assist in the coordination of emergency services;