

# Business Continuity: Emergency Response and Crisis Communication



Extreme weather events, worksite incidents, cyber threats, and even social unrest can quickly escalate into crises, leaving businesses vulnerable to damage to life, property, profitability, and reputation.

Zurich Resilience Solutions can help your company design effective Emergency Response and Crisis Communication programs to help reduce the impact of devastating loss events and build resilience.

How a business responds at the outset, during, and after a crisis can determine the degree and extent of its impact. Prompt action and communication can save lives, minimize property and reputational damage, and position the business to recover more quickly.

An Emergency Response (ER) and Crisis Communication (CC) program is critical to business continuity, ensuring emergency events are managed effectively to accelerate return-to-normal operations and minimize harm to essential systems, facilities, customers, and employees.

Zurich Resilience Solutions supports businesses of all sizes in preparing for and managing the risks they face every day. Our Business Continuity specialists work with customers to build customized programs that help them avoid disruption and mitigate the impact of crisis events. From guided risk assessments, ER and CC plans, training and testing exercises, our experts can help you anticipate, respond, and recover when unexpected events threaten your business.

## Emergency Response and Crisis Communication Services

- Review of existing emergency response and crisis communication plans
- Training in all aspects of emergency response and crisis communications
- Creation of comprehensive emergency response protocols and practices
- Design and implementation of crisis communication policies and procedures
- ER and CC plan maintenance and testing
- Review for ISO compliance 14001 & 22361

## A few of the ways we support our customers

Our Business Continuity specialists can:

- Assess and deliver comprehensive Emergency Response and Crisis Communication insights and support
- Help you design and implement Emergency Response and Crisis Communications programs across your organization.
- Assist you in integrating emergency and crisis communication to support resumption of normal operations.





## Emergency Response and Crisis Communication

Programs to help reduce the impact of devastating loss events and build resilience

### 1-2 Months Planning Workshop

- Assessment of existing communication channels and programs
- Development of comprehensive, customized ER and CC plans



### 1 Month Emergency Response Preparedness

- Review of existing ER and CC plans (with overview and quantification of vulnerabilities and mitigation opportunities)
- Support and development of ER and CC plans



### 2-4 Months Emergency Response program

- Plan maintenance protocols and testing
- Employee training



### Ongoing

### Plan Check-in

Periodic reviews of updated plans to ensure they remain accurate



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