



Crisis Response Workshop for Associations

Communicating through crisis and planning your
association's post-pandemic opportunities

Presenters:

Jill Allread, APR

Chief Executive Officer, Public Communications Inc.

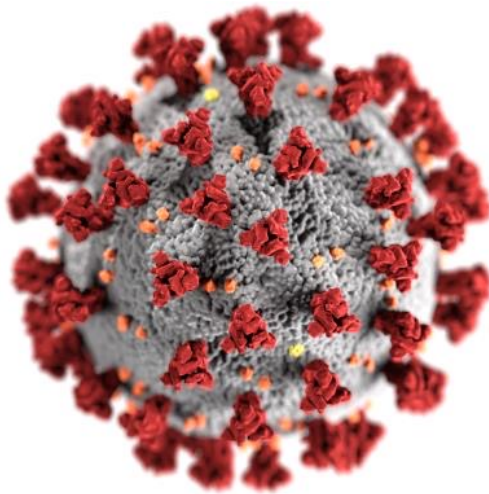
Richard P. Whelan, CDM,

President, Marketing General Incorporated



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COVID-19 virus has changed the world
forever



Crisis Communication Underway. Are you doing enough?

- Communicating with your teams: Over communicate
- Risk assessments and possible scenarios for short, middle and long-range
- Keep refining your messages as situations change
- Use digital channel to connect, share messages, your values
- Monitoring association member sentiment and prepare to engage, respond
- Stay true to your mission: Connected, Service, Authenticity



Maintain trust of your members; stakeholders

A VITAL ROLE OF COMMUNICATING AND PLANNING
DURING A CRISIS TO ACHIEVE RECOVERY,
PURPOSE



Bedrock rules for responding to a crisis

- People (health and safety) come first
- Tell the truth – ALWAYS
- Get the most complete information available
- Inventory what you don't know
- Decide how to remedy the situation
- Respond quickly, but responsibly

Warning: If you don't tell your story and share facts, someone else will fill the information void.



Members of your crisis team

- C-suite leaders
- Marketing and communications leader
- Legal counsel
- Financial-CFO
- Member relations, services leader
- Public relations/crisis counsel
- Possible: Board chair



What makes a crisis worse for associations?

- Lack of communication: Internal and external
- Failure to get worst news out quickly
- Don't undervalue your relationship with members
- Slow to express compassion, empathy
- Not prioritizing member needs, expectations
- Not understand a crisis has lifecycle: IT TAKES ENDURANCE



Why is your Association so important?

- Members, Current Customers and Prospects need your association now more than ever
 - ✓ Associations are the profession's "clubhouse"
 - ✓ Associations are seen as neutral arbiters of "the truth"
 - ✓ Associations are thought leaders, especially in crisis
 - ✓ Associations are both knowledge and product assembly lines
 - ✓ Associations are great warehouses of member benefits, products and services
 - ✓ Associations that stay engaged will still be here after the crisis ends

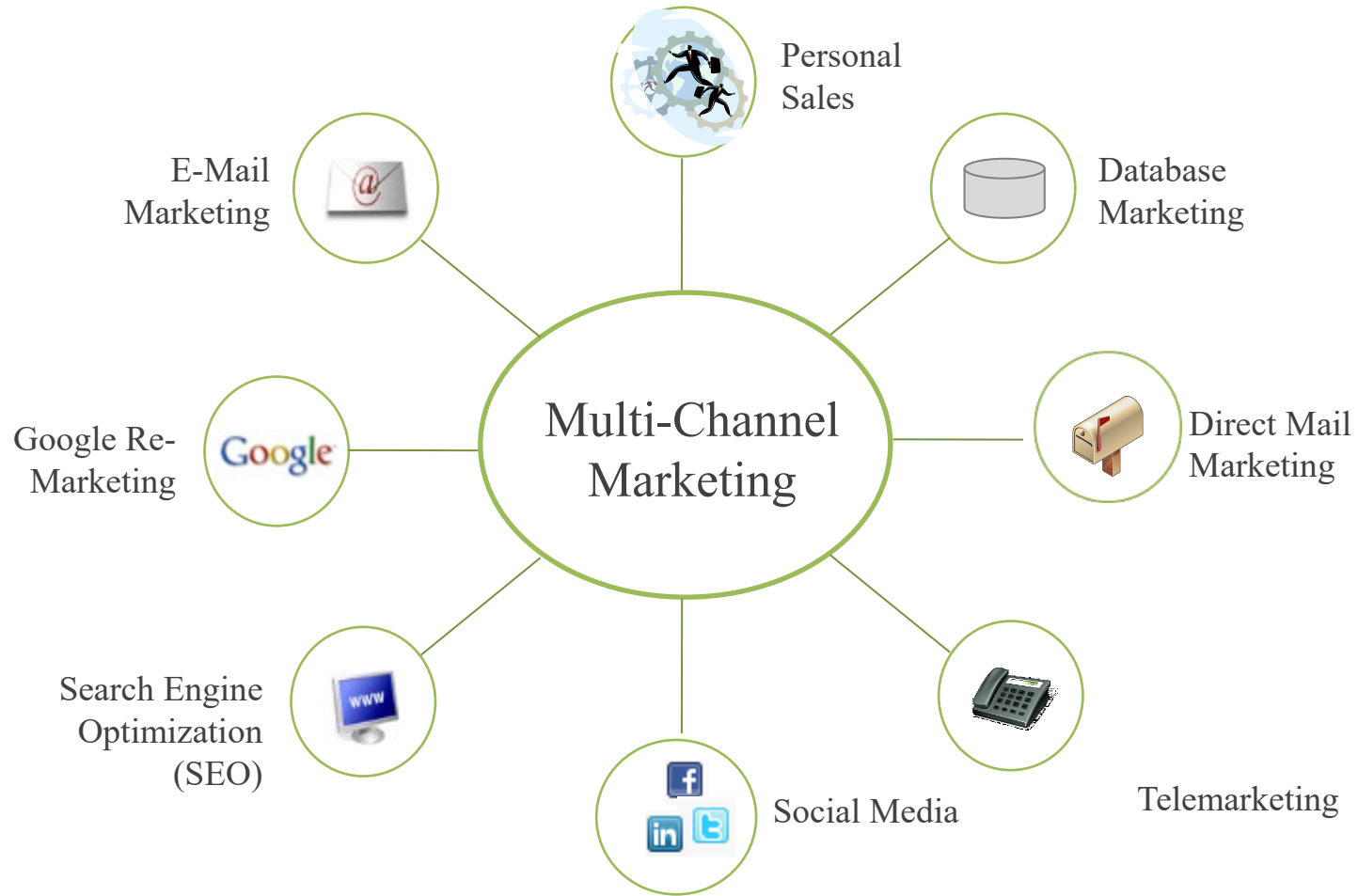


Your Association Must be OPEN FOR BUSINESS

- Stay Connected and engaged with the profession (members, customers and prospects)
 - ✓ Most of the country is still working, just from home
 - ✓ There is more access and use of technology than ever before
 - ✓ People have more time to consider offers
 - ✓ People enjoy being included, knowing that your association cares
- Modify messaging and offers to meet the markets needs and ability to pay
 - ✓ Are you able to grab market attention
 - ✓ Are you making a sale
 - ✓ Are you able to offer deals (be flexible)
 - ✓ Are you able to expand a current market segment
 - ✓ Are you testing new products and services
 - ✓ Are you able to grab market share from others



Marketing Channels

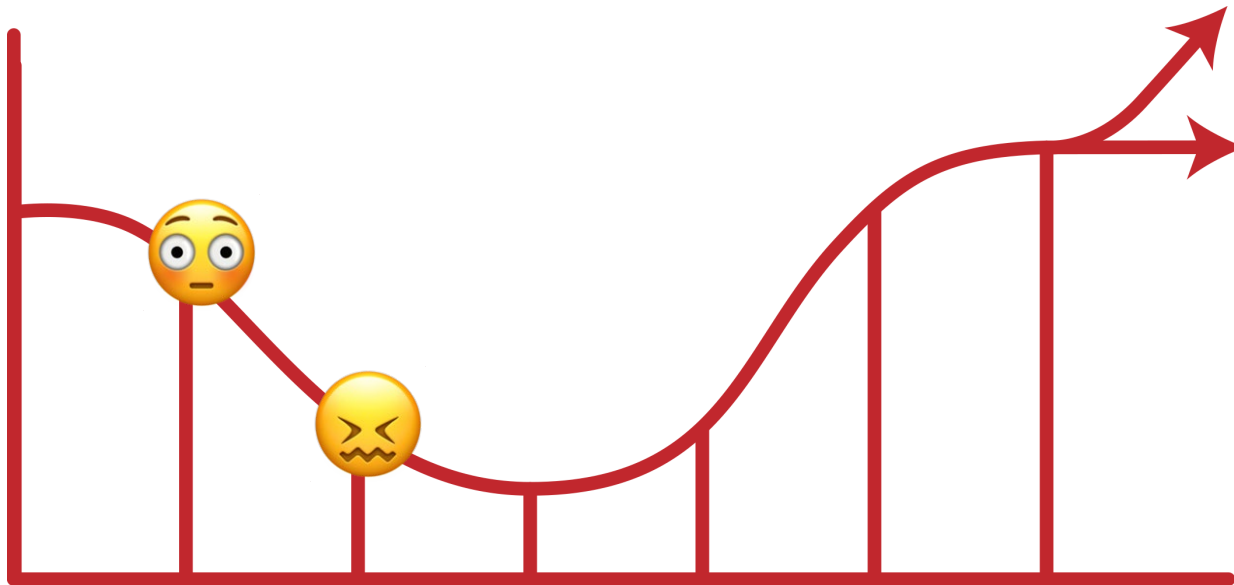


Your Association Must be OPEN FOR BUSINESS

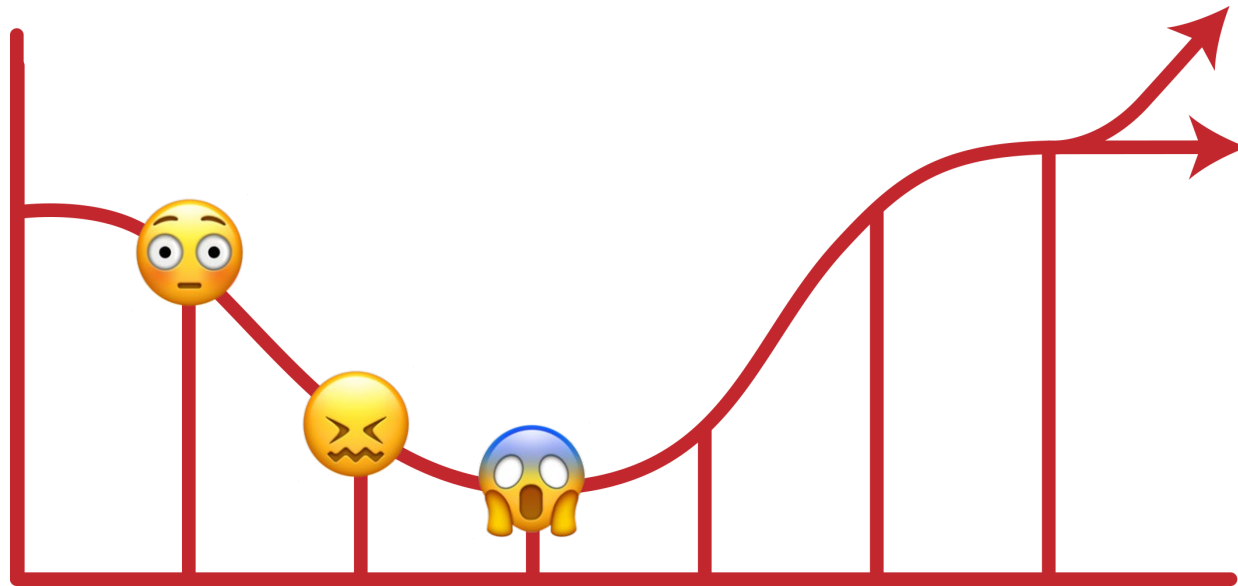
- Demonstrate hope, empathy and guidance through the crisis
 - ✓ Who needs your products, services and benefits
 - ✓ Match offerings to needs
 - ✓ Explain why they need them
- Downplay fear and anxiety with knowledge and your brand promise
- Routine marketing works, do it
 - ✓ Have a Plan
 - ✓ Be media neutral
 - ✓ Be flexible on terms and payment
 - ✓ Offer specials
 - ✓ Keep-up with acquisition, renewals and product sales
 - ✓ Now there is time for Certification
 - ✓ Repurpose content from cancelled or delayed conferences



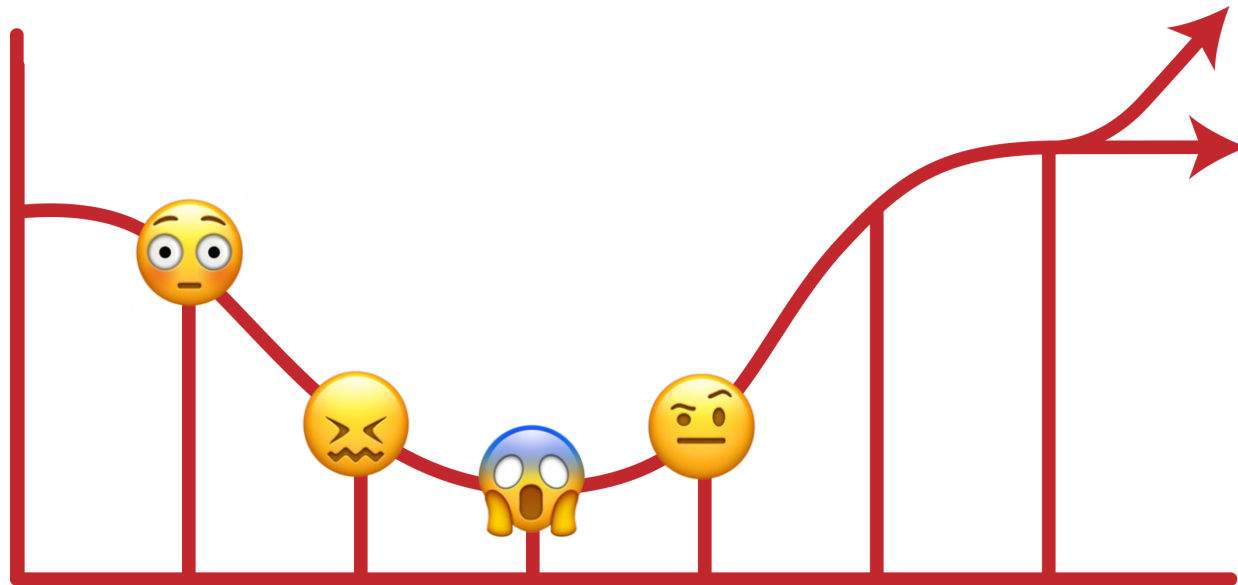
Lifecycle of a crisis



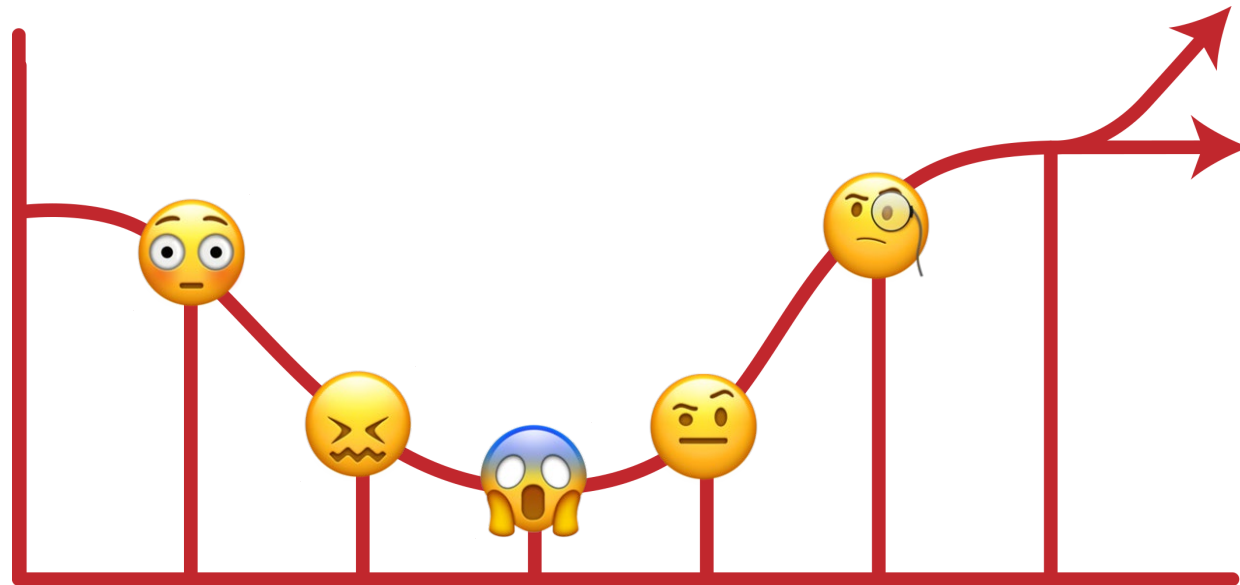
Lifecycle of a crisis



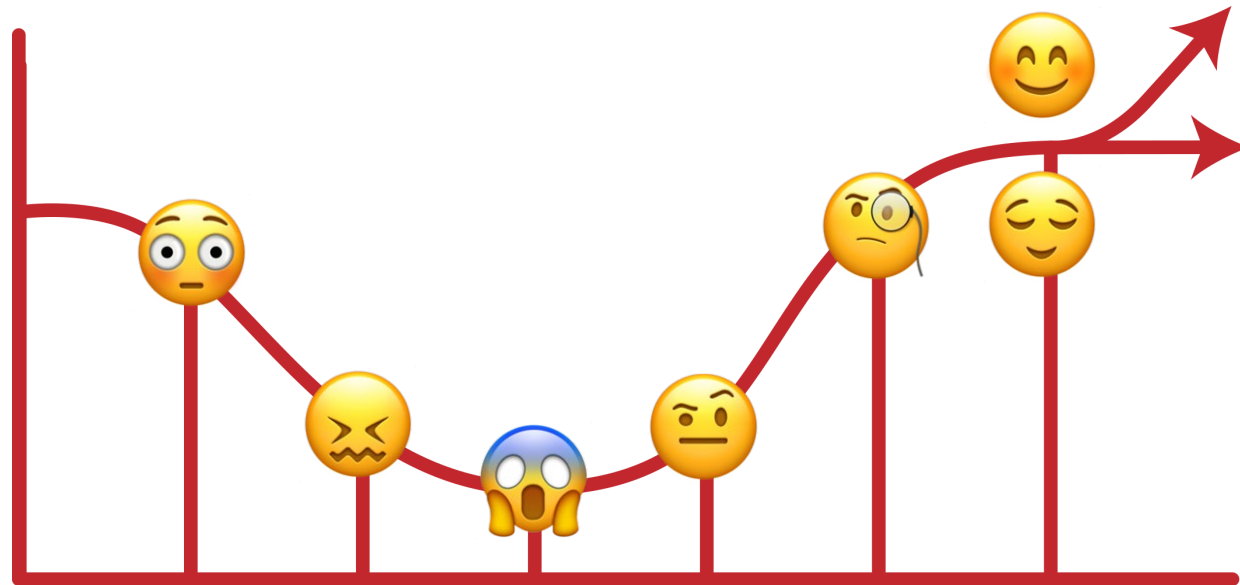
Lifecycle of a crisis

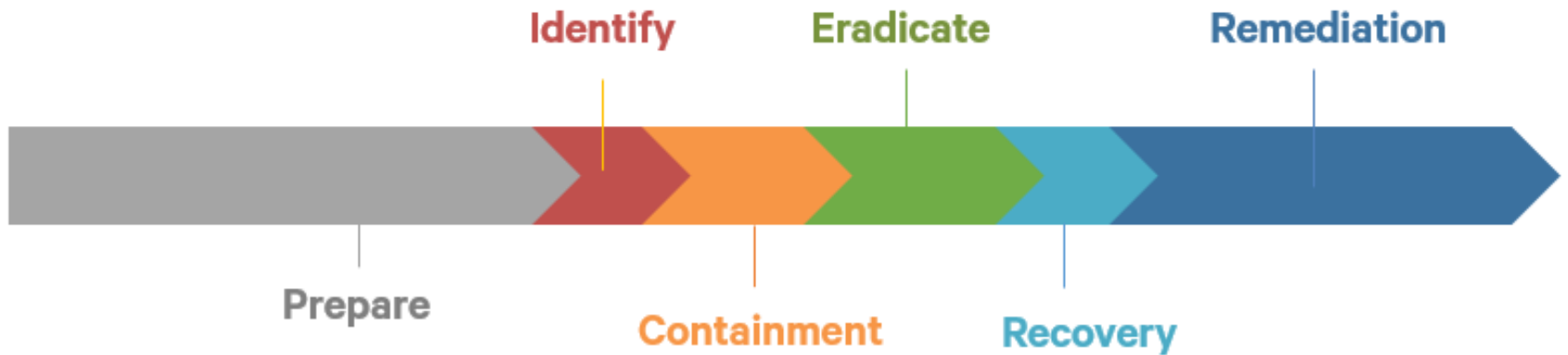


Lifecycle of a crisis



Lifecycle of a crisis





IDEAL CRISIS RESPONSE PROCESS

Live your mission and values
Make post-pandemic strategies



Develop your messages strategically

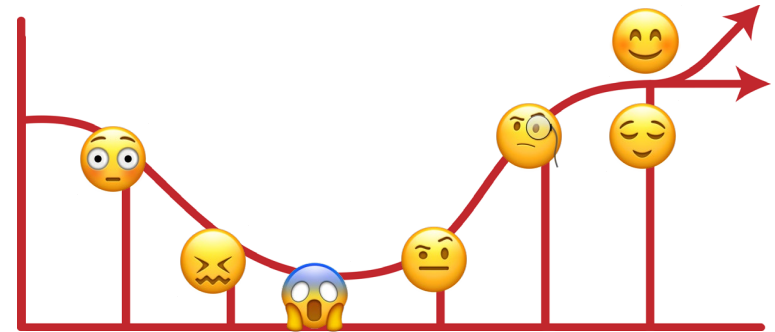
- Use facts and data
- Engage your Board leadership
- What is the most important message you want people to remember about your association managing this crisis?
- What do you want them to feel?
- What do you want them to do?



Leadership Tips

Do

- Develop and drive clear, mission-focused strategies
- Keep teams focused on short-, medium-, long-term goals
- Share regular updates: Over communicate
- Keep Board informed, engaged
- Plan for post-crisis



Don't

- Be reactive
- Let others tell your story
- Get caught up in minute-to-minute concerns and lose the big picture plan
- Let chaos of the situation dictate pace of your response

Crisis Recovery: A new world ahead

Crises can bring leadership, recovery opportunities

- Take immediate action: Revisit your strategic plan/priorities
 - What will you change? Why?
 - What will be different? How can your team adjust and respond?
 - What training do people need to make changes answer needs?
- Make your association more relevant post-pandemic
- Revise fundraising strategies for immediate, long-term opportunities
- Envision future success and reshape your messages/story
- Refine your organization's crisis plan



Thank you!

Jill Allread APR
CEO, Public Communications Inc.
jallread@pcirpr.com

Rick Whelan
Marketing General Inc.
rick@marketinggeneral.com





Thank you for participating!

If you have any suggestions for additional COVID – 19 webcast topics, please email them to Karen Bernstein, ASAE senior learning manager at: kbernstein@asaecenter.org



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