

Safety Preparedness and Crisis Management

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Sponsored by AON Travel Practice





SAFETY PREPAREDNESS + CRISIS COMMUNICATIONS

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WHAT'S ON THE AGENDA?

- Introduction
- Concepts & Recommendations for Improving Safety
- **Section I: Safety Preparedness**
- **Section II: Crisis Management**



Introduction

- About SYTA/KPR Partnership
- Building on Safety Resource Guide 2015
- Adding Crisis Communications Component
- Launching of the SYTA Safety and Preparedness and Crisis Communications Response Plan



Special Thanks!

- To All Who Shared
- SYTA Staff and Board
- ABA

Why Embark on This Project?

- Things Can and Do Go Wrong
- Best Practices and Procedures for SYTA Members
- Try to Mitigate Risk Through Prevention and Planning
- Provide Common Sense Suggestions/Recommendations
- Provide Protocols, Communications Planning Guidelines and Responses
- How To Mitigate the Impact of a Crisis Situation

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Section I: Safety Preparedness

- Pre-Trip Planning
- Trip Safety and Security
- Domestic and International Travel Considerations
- Additional Resources

Effective Pre-Trip Planning Is Key

- Choosing the Best Partners
- Working With School Personnel
- Itineraries, Background Checks, Discipline Guidelines
- Healthcare

Partnering With the Best

- Choosing the Right Motorcoach Company to Mitigate Risk
- Follow ABA Recommendations
- Partner with Reputable Receptive Tour Operators, Venues, Hotels, Restaurants
- Develop and Maintain Long-Term Relationships

During the Trip Security Measures

- Role of the Tour Leaders
- Hotel Safety, Security, Orientation
- Supervision companies
- Free Time, Swimming, Meeting Points
- Motorcoach Behavior



Domestic Travel Considerations

- Safety and Security Measures a Must
- Know Your Destination
- Student Behavior
- Domestic Air Travel



International Travel Considerations

- Requires Careful Planning
- Learn ALL About the Destination
- Enroll your Trip (STEP program)
- Get Required Documentation



We Added Important Resources

- Visit travel.state.gov or travel.gc.ca for Canada
- Smart Traveler Enrollment Program (STEP) step.state.gov
- www.faa.gov/passengers/prepare_fly/
- Find Your Embassy www.usembassy.gov



Why Plan for a Crisis?

“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you’ll do things differently.”

-Warren Buffett

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Section II: Crisis Management

- Action Plans
- Crisis Scenarios
- Key Components
- Important Messaging
- Rules



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Why Have a Crisis Action Plan?

- News Travels Fast
- Injuries/Deaths Are Big News
- Reports Happen in Minutes
- Footage Shows up Before News Crew
(think 50 students w/50 camera phones)

Crisis Management is Serious

- A Crisis is One of the Biggest Challenges You Will Ever Face
- Severe Damage to Your Name and Your Brand
- You Are Responsible — Own It
- Can Cause Irreparable Loss of Confidence
- Worst Case Scenario: Can Cost You Your Business

Why a Crisis Plan?

- Why Do You Do What You Do?
- How Would You Describe Your Reputation?
- Maintain and Protect Your Brand
- Differentiate Yourself in the Marketplace

With a plan ...



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Interacting With the Media

- The Media May Be Aggressive
- Reporters Are Trying to Get the Story
- You Do Not Want to Avoid the Media
- You Must Know What to Say — No Comment Not Good

Crisis Scenarios

- Transportation/Motorcoach Accident
- Fatality, Serious Injuries, Missing Student(s)
- Natural/Weather Disaster
- Acts of Terrorism
- Disease Outbreak/Serious Illness

The Crisis Plan

- Define Goals and Priorities
- The First 48 Hours
- Potential Scenarios and Protocols
- Create Crisis Communications Team
- Key Messaging



The Crisis Plan

- Holding Statements
- Relationship with Other Partners/Internal
- Media Protocols
- Role of Tour Leaders
- Social Media



Tour Director Role

- Get Away from Trouble and Seek Immediate Assistance
- Listen to Law Enforcement
- Secure the Group, Contact Company, Stay in Regular Contact
- Assign Individual Responsibilities and Reduce Concerns
- Develop Contingencies, Secure and Conserve Resources
- Media

Get The Message Out

- Acknowledge the Tragedy
- Express Compassion
- Be Transparent and Honest
- Don't Speculate
- Cooperate With the Investigation



Some Important Rules

- Prepare, Take Responsibility and Respond Quickly
- Be Empathetic and Humble
- Never Say “No Comment,” “I Don’t Know” is Ok
- Don’t Overreact. Work With Media
- Cover Up is Worse Than the Crime
- Imagine and Prepare for the Worst

In Summary-Prepare!

- Planning in Advance is KEY
- The Safety of Every Traveler is Top Priority
- Minimize the Risks
- No One is Immune From a Crisis



Questions/Comments

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Conference Session Materials

- Conference session PowerPoints and materials will be posted on my.syta.org in the Resources/Education section on September 4th, 2017

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