

## Crisis communication

When things go bad, it usually happens at the worst time.

Think Cyclone Tracy on Christmas Day or the Boxing Day tsunami.

True North specialises in crisis communication and provides support and advice to local, national and international clients in their hour of need.

We help clients get their messages through, no matter what the emergency. Whether it's a natural disaster, reputational incident or an issue-related crisis, we are prepared.

Our crisis communication kit is packed with the essentials to help manage reputation and keep stakeholders, the community and media informed, in any situation.

Being in a state of crisis can result in paralysis for businesses not used to the limelight or media scrutiny disaster can bring.

True North works alongside clients to effectively manage communication while maintaining their reputation and transparency.

Our confidential service enables us to establish protocols early, enabling us to take on a communication role seamlessly so our client can focus on solutions. We make sure we know your organisation inside and out, and our team is on call when needed.

We have back up communication methods and tools, along with IT support that enables us to work anywhere and anytime.

Our local knowledge and contacts are continually updated to ensure we can reach everyone we need, when we need to.

Clients we have provided crisis communication support, include:

- large oil and gas companies
- mining companies
- educational organisations
- not-for-profit organisations.

