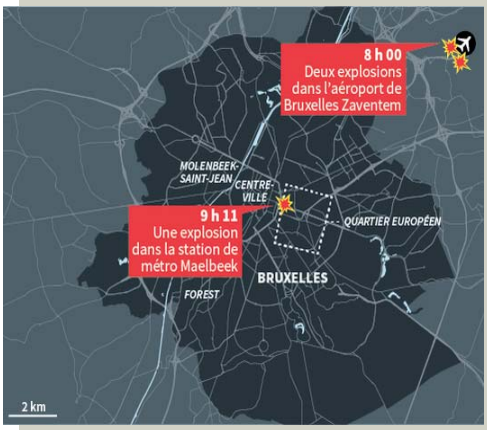
ibz Crisiscenter Interior

13.06.2018

Crisis Communication during Brussels attacks

.be

22.03.2016







22.03 : Programme of the day

Tooldag Team D5 - Dinsdag 22 maart 2016

09:00 – 09:30 Welkom

09:30 – 11:00 Case en terugkoppeling verhoogde terreurdreiging

11:00 – 11:15 Comfort break

11:15 – 12:30 Werkproces Analyse & Tools

- Korte theoretische uiteenzetting van het werkproces analyse
- Rol van de Coördinator Analyse
  - Samenstellen, sturen en opvolgen analyse team
  - Toekennen van taken en bronnen
  - Methode van opstellen advies op basis van Trello

12:30 – 13:15 Lunch

13:15 – 14:00 Oefening op werkproces analyse

Inoefenen van vaardigheden op basis van een bestaand Trello bord:

A. Een coördinator aanstellen,
B. Opnieuw een analyse maken,
C. Strategisch advies formuleren.

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Team D5



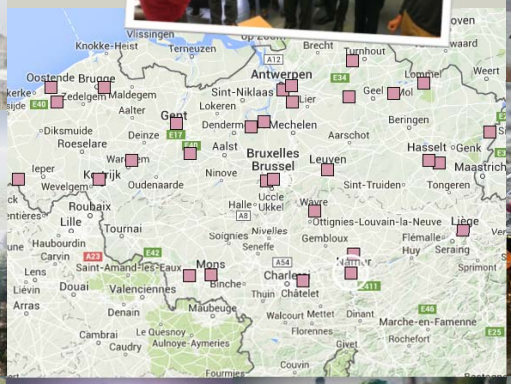




















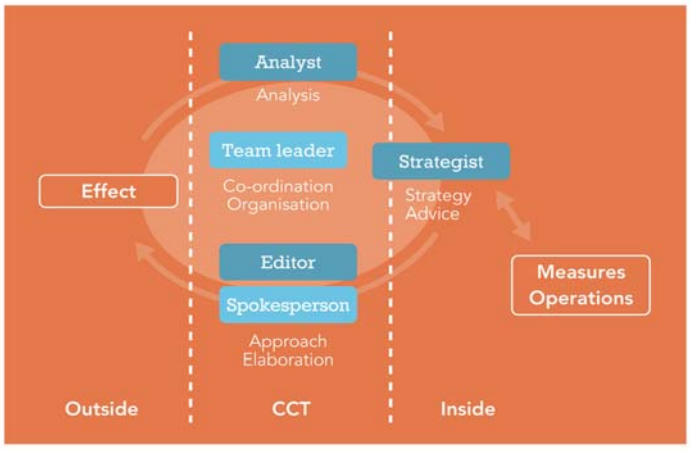
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Work Process Crisis Communication



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Components of a functioning crisis team



Primary roles

Team leader	Keep the team going.
Strategist	Advise the CMT and gather information.
Analyst	Determine perception/effect of the actions taken.
Editor	Write, translate and publish texts.
Spokesperson	Welcome the press on site.



- IBS-analysis : listening the audience



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Outside-in: perception is reality











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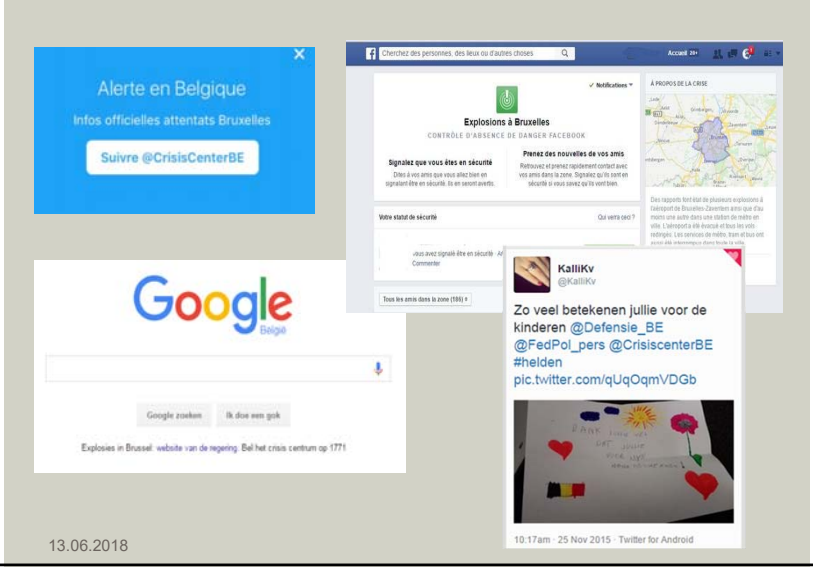
Reflexes in communication

1) What is the situation ?
2) What are the emergency services doing ?
3) What should I do ?
4) What shouldn't I do ?
5) Where to find more information ?
6) When will I receive more information ?

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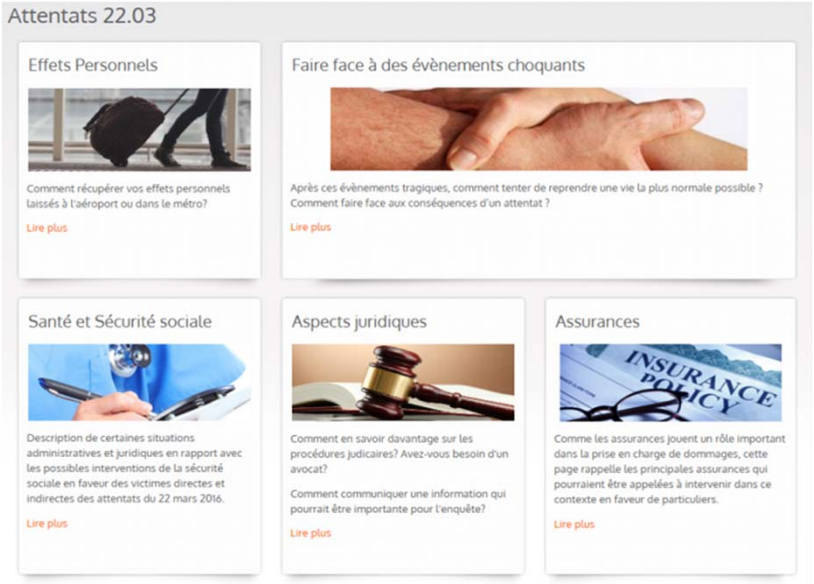
Social media: engage

FB 350.271 views – TW 6.264.705 impressies



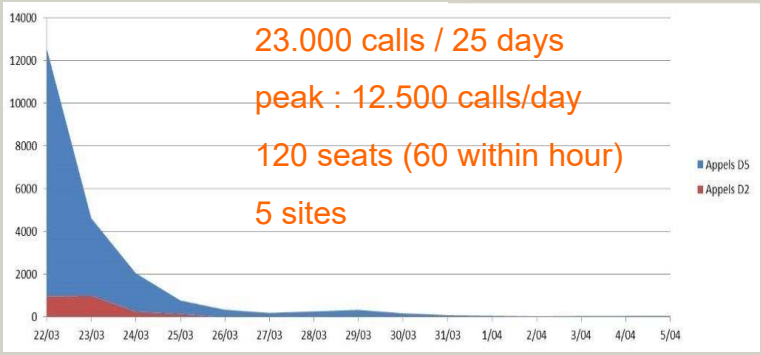
Webcare

Peak: 510.920 visitors /day



1771 on 22.03.2016





23.000 calls / 25 days

peak : 12.500 calls/day

120 seats (60 within hour)

5 sites

13.06.2018

Team D5 awarded



112 SOS
european emergency number association

13.06.2018


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