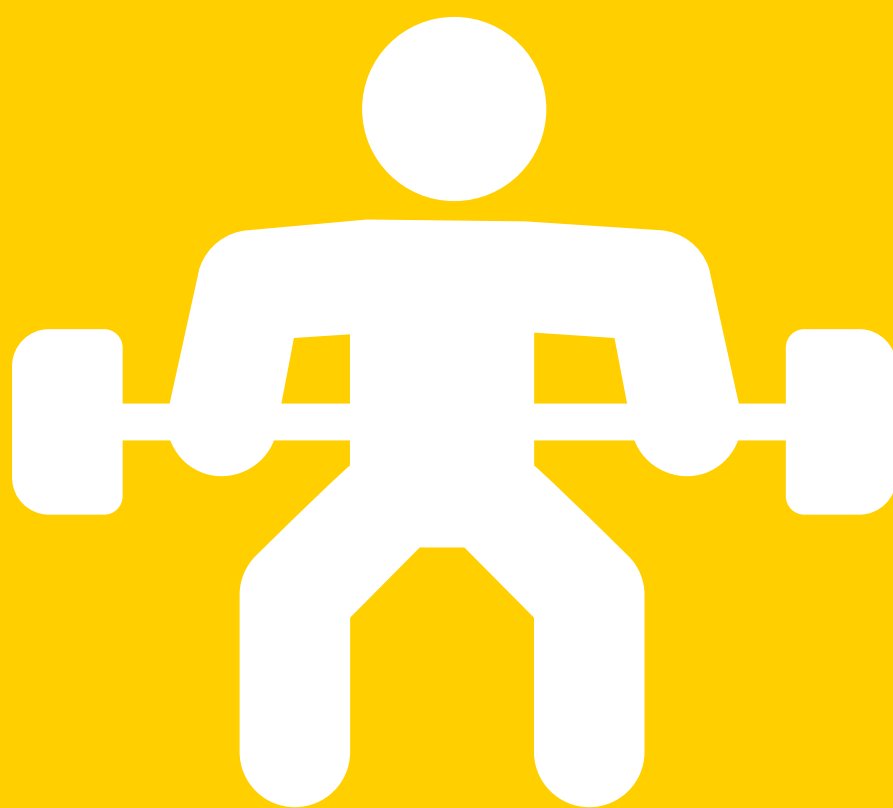


ESSNA

European
Specialist
Sports Nutrition
Alliance

**GUIDE
TO**

MANAGING A CRISIS



Managing a Crisis

The sports nutrition industry is no stranger to crises.

Non-compliant products, misleading statements, doping scandals and consumer miseducation are all issues that can severely impact the reputation of individuals and companies in the sector. ESSNA is here to help our members manage their crisis and protect their reputation as part of responsible and realistic communication plans.



Top tips

Preparation is everything and, in a crisis, it's critical.

Don't move too fast. You have time: verify, think, and compose your initial response.

Your first communication is the most important. Use it wisely and do not waste it.

The choice of spokesperson and their performance is supremely important.

People don't remember the crisis itself; they remember how the company behaved.

When it is all over, take the time to thank your crisis team for all that they have done

Analyse your successes and failures to ensure better crisis management in the future



Covid-19

ESSNA is closely monitoring the quickly evolving situation and aims to make sure that the industry and consumers are kept informed about all Covid-19 developments, advising how the sector is affected and how consumers can protect themselves. ESSNA is taking forward a range of activities over the coming months that focus on the current global health pandemic, the aim of which is to ensure that ESSNA's work, remit and objectives remain relevant in today's news agenda.





Devising a plan

1. **Assess your risks.** Identifying potential crises that could arise will enable you to stay one step ahead of the risk, from issues with competitors to consumer engagement and awareness.
2. **Determine the business impact and worst-case scenario of the most likely crises.** Is it your revenue, reputation, customers, stakeholders or core brand image which is most at stake?
3. **Identify potential contingencies.** Certain potentially harmful events are more likely to occur than others and these need to be pinpointed and planned for in order to protect your company.
4. **Build the crisis communications plan.** The crisis communications plan will outline a step by step guide to the essential and chronological activities that need to be taken in the case of a specific crisis. Without one, your business is at risk. With one, dealing with a crisis should run smoothly.
5. **Choose your team.** It is essential that each member of the chosen crisis communications team understands their role in the case of a crisis and can manage this role effectively and swiftly.
6. **Revisit the plan frequently and update accordingly.** The only way you can learn from crises is by having to deal with one. No crisis communications plan ever goes perfectly. But learning from your mistakes will make the next crisis easier.



Remember...

ESSNA is on hand to help members to deal with crises that arise pertaining to the sports nutrition industry, providing advice and support to best execute a reputation/crisis management plan

This may include drafting press releases, responding to media enquiries, engaging with key stakeholders, and preparing swift and effective responses to issues

ESSNA engages with the PR/Comms teams from member organisations in order to most effectively deal with crises

Take a look at our PR toolkit for more recommendations about communicating to your clients effectively, using public relations tools and social media

Please contact Felix Zadek-Ewing to discuss any aspect of crisis communications: felix.zadek-ewing@whitehouseconsulting.co.uk. The Whitehouse Consultancy provides media training and tailored crisis communications services should members require.