

# BUSINESS RECOVERY TOOLKIT

## Media Tips for Business Recovery

Reputational Risk is one of the most significant challenges for businesses emerging from the Covid-19 pandemic. Companies will be judged not only on how they resume normal operations in the post Covid-19 era, but also on the basis of how they approach risk and how they treat their staff and customers, many of whom may have had personal experiences of loss from the pandemic.

From a media point of view, this means building a strategy that is both proactive and reactive and aligning key messages to ensure consistency with residual health and safety policies, which may remain for some time as a legacy of Covid-19. E.g. if social distancing is to remain a norm, ensure that it becomes part of your firm's DNA and is built into your media toolkit by way of virtual news conferences, briefings and the like.

### Checklist for Businesses

- Develop a pro-active strategy to portray the business as dynamic and human centred.**

*You have learned hard lessons from the experience (e.g new ways of working) and are ready to move on and become RELEVANT again in the marketplace.*

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- Develop a media profile which says – “we are open for business”.**

*This may be achieved through contributions to Op-Eds in national or trade publications about areas of interest to your company and to wider audiences (e.g. environmental issues post Covid-19, transport issues). Alternatively consider Op-Eds on sector specific issues (tourism, mining, e-commerce, energy).*

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○ **The company's profile post Covid-19 can be further enhanced through areas such as:**

- Interactions with traditional news media (radio, TV, online news platforms)
- Social media engagement
- Networking events e.g. through business associations or reviving old networks of journalists
- Develop a public profile by identifying key ambassadors for the business to lead on this public engagement who are empathetic and able to articulate the company's position in an engaging way for news media
- Consider a fresh corporate video to highlight the values and relevance of the business in a post Covid-19 era
- Consider the hosting/sponsorship of virtual business breakfasts, to brief potential clients on the impact of Covid-19 more broadly on global business (possible themes – the car industry, the future of e-commerce post Covid-19, digital futures etc)

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○ **Plan a reactive strategy to anticipate the risk of further outbreaks of Covid-19.**

*Consider how you would manage internal communications among staff in the event of an outbreak occurring at your business or among your suppliers? How would you manage external communications – e.g. news conferences? How would you manage international communications with overseas – e.g. news conferences?*

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○ **Anticipate hostile media coverage of business challenges including retrenchments, plant closures.**

*Ensure there is a capability among senior executives to deal with hostile interviews.*

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○ **Avoid becoming embroiled in public debate on the merits or otherwise of the UK's health strategy vis a vis Covid-19.**

*Instead use invitations for interviews with traditional media to convey what has been learnt about this experience, deliver messages of corporate resilience and shared values.*

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- Consider new media tools which have become ubiquitous during the lockdown period e.g. webinars, podcasts, vlogs (video blogs). Consider infographic tools as a way of delivering engaging messaging.

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- Budget for training on areas of media engagement as a priority and monitor the competition.

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## Offering

The following are offered as media training products conducted by veteran international news professionals with experience working in hostile environments and in diverse cultural settings



One on to one bespoke on camera TV interview training with senior executives.



Scenario Planning for crisis communications.



Hostile Engagements – Reactive and Proactive Press conferences, and role play.



Strategic communications delivering complex messages to general audiences – How does for instance the military, health service providers or technical vendors deliver a clear and concise message about long term resilience in a post Covid-19 era?



Podcasts and corporate video strategy.



Digital engagement: new tools for communicating.

## GET IN TOUCH

Contact us now to find out how we can help

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