



Crisis Communication Plan – A Must Have for All Companies

By Carol Park

So you're in business. Your products are selling like hot cakes. Your Yelp rating is through the roof and people are tweeting about you, posting on Facebook, and returning to your company again-and-again for your products and services.

This is all a dream come true for any business. But, what if something goes wrong? What if your product or service malfunctions? What if a customer ends up getting injured using your product?!

That's why you need to make sure you have a crisis communication plan in place, long before a situation arises.

So what is a crisis communication plan anyways? Well, it involves careful planning, consultation from your company's

lawyer(s) and your president or spokesperson's thorough knowledge of what to say.



The plan should include:

- Contact Info. of the designated spokesperson.
- The company's plan of action on how to resolve the issue by stating that it will investigate the situation.
- Remember, the plan should also include the best way to keep the company's reputation intact. So

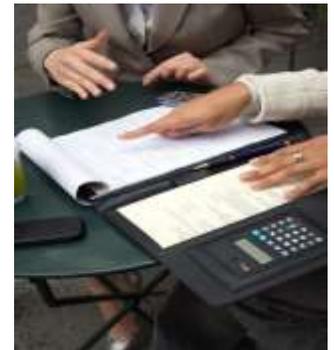
using keywords and phrases that are positive is important.

Say things like, "We're looking into the situation and working with the customer(s) to help resolve the situation."

- And decide on a position. What is the company's stance on the situation? Was it human error? Unauthorized procedures? Etc... Remember to consult your lawyer before taking a position.
- Practice with your team on how to handle tough questions from reporters. Never talk off the record and remember to not volunteer any information.
- You can also prepare in advance for a crisis with a gene-

ric press release template, running mock crisis situations, and having collateral materials with facts and information about the company.

The Crisis Communication Plan is an essential part of any company's policies and procedures.



This article was just a short summary of what a crisis communication plan is.

For more information, your local bookstore will have excellent books on the topic and researching online is another great resource as well.

The Small Business Administration Government Contracts Resources & Other Tips

By Carol Park

The [Small Business Administration](#) is a resource that we often forget to tap, utilize, or even bother thinking about.

The SBA provides loans, help on starting a business, events, applications for HUBZone status and more.

One of the SBA's better tools is its [Contracting Resources for Small Businesses](#) support section.

Often times we forget that contracting with the federal government is an excellent way to grow our businesses.

The federal government actually has a [System for Award Management](#) (SAM) database. SAM allows agencies to search for your business based on several factors including capabilities, size, location, experience, and ownership. Just create a profile and upload it to the system. It's as simple as that!

The great thing about SAM is that when you upload your company's profile, the SBA uses that information to populate its [Dynamic Small Business Search Database](#). Contracting officers also use this tool to identify potential small business contractors. Also, companies can use the DSBS to identify other small businesses to team up with on joint ventures.

Companies can also use the [FedBizOpps: Federal Business Opportunities](#) to find a listing of federal

business opportunities.

Other excellent small business federal resources include the [Federal Procurement Data System-Next Generation](#). This is the repository for all federal contracting data for contracts over \$25,000. This system will help you learn about which agencies have contracts and with whom, what agencies buy, and which contractors have contracts.

And finally, check out [www.USASpending.gov](#). This is your source for information about government spending through contracts awarded by the federal government. The website is a searchable database that contains information for each federal award. This information can be used to help you identify procurement trends within the federal government and potential opportunities, according to the SBA.

These resources are just a click away. Visit [www.sba.gov](#) for more information.



IFAI Upcoming Events 2014

October 3
[MFA Great Lakes Regional](#)

October 13-16
[IFAI Specialty Fabrics Expo and Advanced Textiles Expo](#)

October 16
[MFA Midwest Regional Workshop](#)

November 3
[TRD Boot Camp: Training for the Tent Professionals](#)

November 7
[MFA Mid-Atlantic Regional](#)

For more info. on the events visit:
[www.ifai.com](#).

Like us on Facebook!

[http://www.facebook.com/
TheWCPA](http://www.facebook.com/TheWCPA)

Check us out online at
[www.wcpaonline.com](#)