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**Crisis Communication Plans – A Must for CVBs**  
By Sharon Bhagwandin

There is a lot of talk about being prepared for the effects the war with Iraq will have on the tourism industry. But, one important aspect that convention and visitor bureaus have forgotten is communications preparedness.

“Every CVB should have an emergency crisis communication plan,” said Jeanine Moss, partner of Turning Point Solutions and senior counselor for the Sept. 11 Fund Organization.

“The media could call upon a bureau at any time if something should happen in that city,” Moss told USAE.

During this current war with Iraq, many are concerned about retaliatory terrorist activity in the United States. As scary as it may seem, CVBs have to be prepared.

“The communications department has to [be able to] let them know the status of the city, its airports and business,” she said. Moss had to act quickly in 1993 during the first bombing of the World Trade Center. At that time she was vice president of communications for the predecessor organization to NYC & Co.

“My number one priority was to let people know that the airports were open and that New York was still open for business,” she said. Additionally, Moss said when the nation and the world’s attention is focused on your city, use it to your advantage.

She was able to communicate to the world what was important to the bureau and to New York City; for instance how vital tourism was for New York City.

But, not many are trained or skilled in such a situation, Moss said.

Moss’s company announced it is unveiling a new suite of preparedness products and services. The approach and method are designed to give organizations and individuals the power to manage crises on their own.

Recent surveys show that most U.S. businesses lack emergency plans and are doing nothing to prepare for what could happen over the next weeks and months.

“You never know when the world’s attention will be focused on you,” Moss said. “The best readiness you can have is confidence in your own capabilities to analyze and respond. Our products and services provide a blueprint and training so our clients can be guided by their values, compassion and the facts when they communicate.”

“Whether it’s a catastrophe like September 11<sup>th</sup> or your corporation is facing a crisis like litigation, our preparedness workshops and services share years of training, experience and learning. With proper planning, any organization can communicate wisely and well during a time of great stress,” said Nicole DeMeo, co-founder and partner of Turning Point Solutions.

Turning Point helps organizations take control of the crisis communications situation with assessment tools, training workshops, and implementation plans. Products and services designed to help any size corporation or nonprofit organization manage crisis. These included: Crisis Vulnerability Index, Crisis Severity Index, Custom Crisis Communications Management Manual TM, Leadership Team Workshop, and Media Training.