جامعة الأخوين AL AKHAWAYN UNIVERSITY	**School of Humanities & Social Sciences** **COM2301 "Professional Communication"**	**Dr. A. Agnaou** **# 2462** **a.agnaou@aui.ma**

Crisis Communication Plan

Team assignment:

Choose one of the crises that any workplace may encounter (human, natural or technical). See handout on Crisis Communication. During your brainstorming as a team, you can go over the four stages related to crisis management discussed in the text book (pp.255-264): emerging, understanding, action, and repair. You should define your primary and secondary audiences as well as the messages used to reach out to those audiences. If you decide to use AUI as the professional context for which you want to write a Crisis Communication Plan, please make sure the crisis is not already covered in the University Emergency Response Plan (available here: http://www2.aui.ma/images/emergency_%20response_plan2013.pdf).

Here are examples of crises: fire/arson in a petroleum plant, suicide attempt in a hospital, bomb threat in a bank, mobs chased by the police into an educational institution, retracted strike in a textile industry, etc. Don't confuse problems, conflicts and crises. However, because some problems and conflicts can turn into crises when not handled professionally, you may want to deal with the ultimate stages of those, but only when they bring the activity of the organization to a halt.

The final Communication Plan should be structured on ONE PAGE as follows:

Crisis

Crisis definition + Organization + Crisis Cell Composition

I. Pre-crisis phase: (emerging and understanding)
   - Bullet point one
   - Bullet point two
   - Bullet point n

II. During the crisis: (action)
   - Bullet point one
   - Bullet point two
   - Bullet point n

III. Post-crisis phase: (repair)
   - Bullet point one
   - Bullet point two
   - Bullet point n

With the exception of the crisis definition, organization, and crisis cell, which all need to be in one paragraph, the 3 phases of crisis communication must be in bullet points.

As you work on this plan, remember that:

- Before the crisis, training and re-training through drills and/or information sessions is key.
- During the crisis, saving human lives is more valuable that material assets.
- After the crisis, there should always be a review mechanism of the plan.