

Meet Version 2.0's Crisis Communications and Issues Management Practice



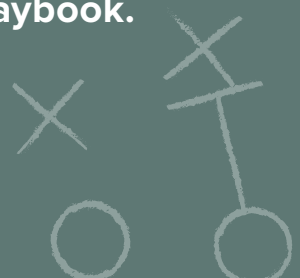
version 2.0
communications



CRISIS PLANNING WHEN YOU NEED US.

Whether your team is an industry champion or an underdog startup, you need to proactively identify risks to your organization and plan accordingly. When a crisis hits, you'll be prepared to respond quickly and effectively.

Version 2.0's crisis communications and issues management team is here to build your playbook.

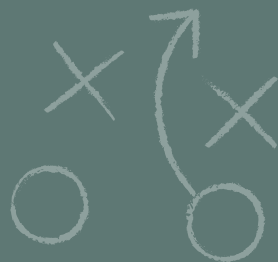




LEARN FROM OUR SEASONED PLAYERS.

Our team has decades of experience managing issues and crises, including:

- M&A
- Layoffs
- HR issues
- Labor relations
- Executive misconduct
- Data breaches
- Product failures/recalls
- Workplace violence
- Accidents and disasters





READY TO MAKE THE CALLS WHEN YOU NEED US.

Our crisis communications team is ready to respond when you need us. From developing a winning playbook before the action, to jumping right in and taking control of a crisis, we are here for you 24/7.

Version 2.0 will help you avoid fumbles, communicate effectively and take back control of your brand's reputation.





RUN YOUR DRILLS. **KNOW THE GAME PLAN.**

The best place to start your training season is to define your crisis teams and response protocols. Our processes are built to help cross-functional teams work together to assess and prioritize the issues and crises your company could face.

Developing formal crisis communications protocols ensures team alignment of roles and responsibilities when it's time to act, and lets you keep possession of your brand's reputation before, during, and after a crisis.



KNOW WHEN TO BLITZ AND WHEN TO BLOCK.

In addition to an overarching protocol and plan, your organization needs specific plans in place for scenarios based on your business, such as layoffs and product failures.

We will work directly and collaboratively with your leadership to develop specific Crisis Communications Playbooks that don't leave you scrambling and in the wrong end zone. Your playbook includes all the right X's and O's:

- Communications strategy
- Situational considerations
- Primary, secondary audiences
- Messaging
- FAQs
- Communications by the impacted audiences

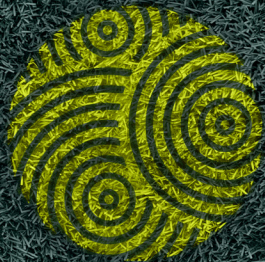


MEET YOUR NEW CRISIS COACHES.

Build your own Crisis Communications Playbook.

To learn more, visit v2comms.com/playbook,
or call Version 2.0's Crisis Communications
Expert Melissa Mahoney at [617-426-2222](tel:617-426-2222).





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Build your crisis playbook at v2comms.com/playbook