



ИМА
КОНСАЛТИНГ

External Communications in Volatile Times: Crisis Response

- The agency was created in 1999
- Our services include media-relations, event-management, marketing research and analysis
- The agency has realized more than 450 projects including 60 abroad



1. **Banks**
2. **Construction and Development**
3. **Metallurgy**
4. **Retail**
5. Air Transportation
6. Alcohol Producers
7. Automobile Industry (including dealers)
8. Insurance Companies
9. Investment Companies
10. Marketing / PR / Advertising Agencies
11. Restaurants
12. Pharmacies
13. Hotels
14. Film Distribution
15. Commercial Real Estate
16. Realtors
17. Recruiting
18. Telecommunications
19. Transport
20. Tourism

*According to the monitoring of 30 key business media from September 1st till October 31st, 2008

1. Reduction of demand
2. Prices' increase or fall
3. Freezing of new projects
4. Changes of owners
5. Assortment reduction
6. Lack of liquidity
7. Increase of credit rates
8. Non-payments or payment delays
9. Reduction of filial networks
10. Bankruptcy

- ✓ Updated informational policy
- ✓ Daily media monitoring
- ✓ Active pool of loyal journalists
- ✓ Active pool of loyal experts
- ✓ Active corporate channels of information
- ✓ Updated press-kit, Q&A
- ✓ Trained and experienced speakers
- ✓ Pro-active media-position

1. Crisis team creation
2. Analysis of the situation
3. Issuing of the first press-release
4. Development of crisis scenarios
5. Development of corporate position
6. Selection of the key speaker
7. Selection of instruments, development of PR-plan
8. Implementation of the plan
9. Monitoring
10. Update of PR-plan

1. Always tell truth & facts
2. Never hide
3. Generate information flow
4. Have a common corporate position
5. Prepare personnel
6. Dispel rumors
7. Be quick

- We are already lying on shovels, but we still have some strength left to recover. We can do this only with your help (Sergey Polonskij).
- If the real estate market doesn't grow 25% in next year and a half, I will eat my tie on Red Square (Sergey Polonskij).
- The risks on the world market are growing, thus our indexes will be falling (Alexey Kudrin).
- No one knows, how to act right now (Vladimir Milovidov).

Questions?

<http://www.ima-consulting.ru>