

EXTERNAL COMMUNICATIONS IN VOLATILE TIMES: CRISIS RESPONSE

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**Sergey Andriyashkin
TELE2 Russia
Head of PR**

The logo for TELE2, featuring the word "TELE2" in a bold, black, sans-serif font. The letters are stylized with thick strokes and a modern, geometric design. The "2" is particularly large and prominent, with a unique shape that includes a small gap at the top.

CRISIS?

- ➔ **Defined by global economic processes (1998, 2008)**
- ➔ Defined by business specificity (Finance, Pharma etc.)
- ➔ Defined by single problem of company

MEETING CRISIS: 3 STAGES

Stage 1:
Preventing
measures =
to be prepared for
crisis



Stage 2:
Protecting measures
= to meet
expectation of key
audience



Stage 3:
Developing
measures = to thank
audience and
present the future

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MEETING CRISIS: STAGE 1



To see your own future in business and communication: vision (what to archive?) + strategy (how to archive?)

To communicate regularly with your key audiences
(open business → predictable business → solid and reliable business)



To manage like you are in crisis right now
(cost effective communication, clear positioning, simple organization + crisis procedure)

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MEETING CRISIS: STAGE 2



Goals:

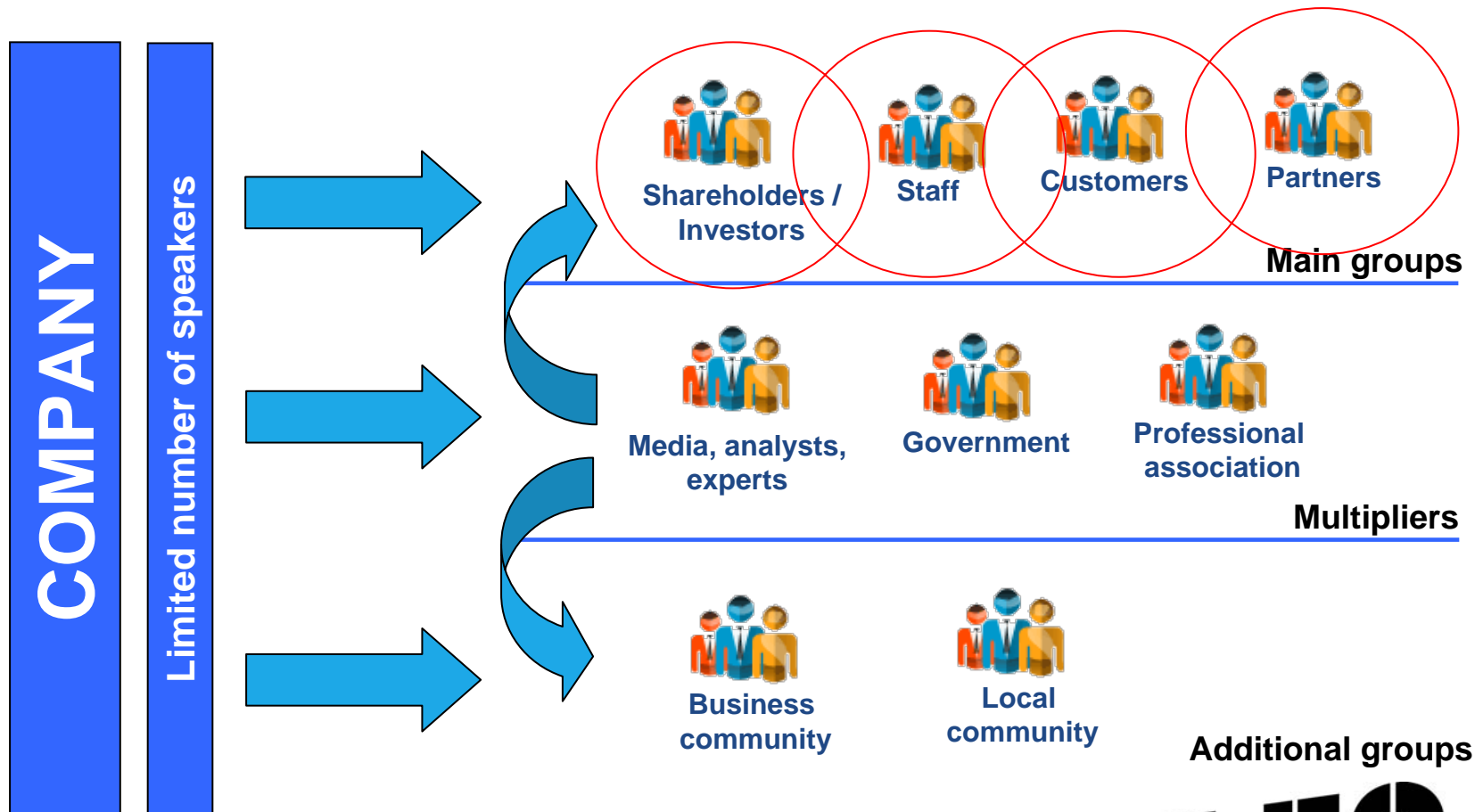
Situation + business = goals and means of external communications

Crisis communication principles:

- Be first in communication
- Be open for everyone
- Be clear and fair
- Communicate as much as possible, but don't say too much
- Be positive, propose new positive topics
- Be personal (top-management)
- Be confident

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MEETING CRISIS: STAGE 2




- We have the plan!

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MEETING CRISIS: STAGE 2

Expectations matrix

Key audience	Its goals	Expectations in general conditions	Expectations in crisis	Message	Tools / events
					

MEETING CRISIS: STAGE 3

- to thank loyal customers, partners etc.
- to revise the actions and learn from mistakes
- to continue communicating the company's future



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Thank you for your attention!

Questions?

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