

Welcome!



Breakfast Series

James Donaldson
CEO and Executive Director





"FOODPROWEST IS A GREAT WAY TO MAKE CONNECTIONS AND SEE A WIDE RANGE OF EXCELLENT LOCAL BC PRODUCTS. THE FULL EVENT FROM THE TRADE SHOW, PRODUCT OF THE YEAR, GALA AND AWARDS HANDED OUT TO RECOGNIZE FANTASTIC LOCAL BC SUPPLIERS IS A FIRST CLASS EVENT THAT WE ARE VERY PROUD TO ATTEND AND BE PART OF,"

KEN CLARK, GENERAL MANAGER, CORPORATE BRANDS, WESTERN FAMILY

Nominations Open: www.bcfpa.ca/awards

- Rising Star
- Hall of Fame
- Innovation
- Member of the Year



- Sustainability
- Workplace Safety
- Leadership

➤ Product of the Year!

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*Thank you for
taking the
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Welcome!



Breakfast Series

Trust and reputation in crisis

Presented by:

Shawn Hall

Apogee Public Relations

www.apogeepr.ca

604-619-7913



What are we doing today?

Developing foundational understanding of how to maintain trust and manage your reputation in a crisis, in order to minimize its impact on your business.



Trust and reputation

- Trust:
 - “A firm belief in the reliability, truth, ability, or strength of someone or something.”
- Reputation:
 - “The beliefs or opinions that are general held about someone or something.”



Agenda

- Definition – what's a crisis, and the forms they take
- Avoiding crisis
- Planning for crisis
- Responding to crisis
- Exercise
- Bonus materials



What's a crisis?

My definition:

- A crisis is an unexpected event with the potential to negatively affect your business.

Three types of crisis:

- Operational
- Reputational
- Digital



What's a crisis?

Crisis Management done well:

Maple Leaf Foods - <https://youtu.be/zIsN5AkJ1AI>

Crisis Management epic fail:

Lululemon - <https://www.youtube.com/watch?v=u4jIBITIkSk>



Avoiding crisis

- Recognizing pain points
- Listening
- Having policies
- Aligning your stated and operational brands
- The importance of advisors



Planning for crisis

- Have a plan
- Exercising your plan
- Other considerations



Responding to crisis

- Inform
- Research
- Respond
- Report



Audiences

- Media
- Social media
- Employees
- Regulators and government
- Other stakeholders?
- Suppliers
- Customers
- Investors
- Board members
- Families?



The Goal – why this matters

Maintain trust and protecting your reputation in order to avoid losing customers and thus sales, degrading your brand, regulatory investigation or sanctions, or legal repercussions.



Exercise

As a team, discuss and record:

- Nature of the crisis
- What your process will be
- Unique considerations you must tackle
- Your primary and secondary audiences
- What you're going to say, and how

Appoint a spokesperson to briefly discuss.



Extra - Dealing with media

- Know what you're going to say, and stick to it
- Know how you're going to get to your story
- Practice
- Maintain your cool



Extra - So you're a subject matter expert?

- Curse of too much knowledge
- Avoid jargon and rat-holes
- Focus on key messages and one simple story



Extra – dealing with social media

- Listen first, then engage and broadcast
- Good employee policy creates advocates who won't sink you
- Who gets the Twitter password?



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Thank you!