



# Public Relations & Crisis Management Support

## Your NTI policy may provide additional assistance via Public Relations & Crisis Management support, in response to an accident resulting in a claim.

NTI provides the services of its own PR/Crisis Communications partner - Adoni Media - to help affected parties through a crisis situation, following an accident resulting in a claim.

The Crisis Management benefit may entail:

- Media Training (New or Refresh)
- Drafting of statements, media releases etc. that are concise but empathetic
- Social media support - advice, statements, employee support
- Media Support for affected loved ones of involved persons
- Media monitoring
- Liaison with media
- Media advice on what could come next, how best to respond, and what not to do when it comes to the media.

You can find out more about NTI's Public Relations & Crisis Management support by contacting your local NTI Representative.

In the meantime, here are four considerations to see how prepared you and your business are for a crisis:

- 1.** Do you have a crisis communications plan and/or media policy? Drafting of statements, media releases etc.
- 2.** Do you have a draft holding statement?
- 3.** Have you identified a media spokesperson within your business?
- 4.** Do you know your social media login details and passwords?