LEVERAGING TECHNOLOGY
AS PART OF YOUR
BUSINESS CONTINUITY PLANNING

Neil Wright-Elliott
Regional Sales Manager, RockDove Solutions
A YEAR IN REVIEW

Person of the Year
TIME

Chipotle stock saddled by E. coli fears
CEO apologizes after norovirus scare follows E. coli outbreak

Equifax Suffered a Hack Almost Five Months Earlier Than the Date It Disclosed

At least 10 dead as fires rage in Northern California

50+ dead, 400+ injured in Las Vegas shooting

SWAMMED BY IRMA

Storm surge floods low-lying streets
Most South Florida homes lose power
3 construction site crane collapses

Off United Airlines flight
IS YOUR TEAM PREPARED FOR THE NEW RULES OF CRISIS MANAGEMENT?
WHAT RULES DO WE KEEP AND WHAT RULES DO WE CHANGE?

- Today’s empowerment and entitled public
- Fleeting public attention
- Deep changes to traditional news
CRISIS COMPARISON

TWA Flight 800
July 17, 1996

Southwest Flight 1380
April 17, 2018
HOW CAN YOU LEVERAGE TECHNOLOGY AS PART OF YOUR PLANS?
HOW CAN WE LEVERAGE TECHNOLOGY AS PART OF YOUR PLANS?

- Activate your people
- Access your plans
- Collaborate with your teams
- Evaluate your results
LESSONS LEARNED IN RECENT CRISSES
UNITED AIRLINES

HOW TECHNOLOGY COULD HAVE HELPED

- Speed of Response
- Social Media Presence
- Collaboration
HOW TECHNOLOGY COULD HAVE HELPED

- Plan Accessibility
- Training
- Communication
HOW TECHNOLOGY HELPED

- Training
- Practice
- Communication
KFC

HOW TECHNOLOGY HELPED

- Collaboration
- Speed of Response
- Social Media Presence
QUESTIONS?

Neil Wright-Elliott
wrightelliottn@rockdovesolutions.com