

Managing the Coronavirus Crisis: How APCO Can Support

Overview:

Since the WHO declared the coronavirus a global health emergency, governments around the world have been taking action and considering measures to protect their citizens. At the same time, businesses are coping with the impact to their employees, supply chain, customers and consumers and ultimately their bottom line.

APCO has been consulting with companies and organizations to mitigate the fallout from the pandemic and develop real-time response capabilities, in addition to media and crisis training.

We have combined the strategic advisory of our senior team with a complete package of monitoring, communications and crisis management tools that guide companies through an effective response to the outbreak—from preparation to management to recovery.

APCO has been providing:

■ **Media and Social Monitoring:**

APCO is utilizing traditional and digital channels to provide quantifiable metrics on the extent, nature and trajectory of the outbreak in the form of customized reports and dashboards.

■ **Competitive Intelligence:**

APCO is conducting in-depth predictive risk and opportunity analysis (PRO) and helping manage readiness and recommendations for businesses.

■ **Scenario Planning (Escalation Protocols and Response):**

APCO is engaging in direct stakeholder support to mitigate future events and improve decision-making. Our plan is being employed at multiple points to analyze dynamic interplay between groups and dashboards.

■ **Internal and External Communication Materials:**

We have crafted crisis playbooks for clients that provide message development training, proactive and reactive statements, employee communications, board and executive communications and FAQ's specific to the coronavirus crisis.

■ **Media and Crisis Training:**

If needed, APCO can provide on-the-ground simulations and training.

In addition to our integrated global team of crisis professionals, APCO is utilizing our connections in health policy and communications to provide strategic counsel to our clients. A few of our senior experts include: **James McGregor**, Greater China chairman; **Anne Wang**, Greater China COO; and **Jack Kalavritinos**, senior director, healthcare.

For more information about APCO's suite of crisis services, please contact:

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