

In an age of real-time information, brands and companies are more at risk than ever to viral attacks from unexpected sources. In this environment, traditional methods of crisis preparation simply don't meet the needs of today's communications professionals. We need to evolve.

Meet FIRE BELL

Weber Shandwick's Social Crisis Simulator



Digital Best New
Application of the
Year 2010



PRWEEK

PR Innovation
of the Year 2011

Former employees fight back on YouTube

Former employees fight
back on YouTube

FireBell

A unique Social Crisis Simulator application, FireBell creates an authentic, real-time experience of being under attack on Twitter, Facebook, YouTube and other social media channels. Participating in a FireBell simulation provides social media crisis training experience for your team, in a secure, off-the-Internet environment.

- Creates a live social media crisis dialogue with carefully chosen stakeholders
- Simulates the stress of a real life crisis situation – this is live!
- Utilizes realistic, working replicas of company and third- party social properties
- Prepares teams to develop social media crisis plans through true experience

How Does it Work?

- ① In consultation with you, we concoct a potentially devastating crisis to your business, originating in the social space
- ② We build replicas of your social properties so detailed you'll think they're real
- ③ We replicate, or create from scratch, the social properties where the scenario will play out and the personalities who will threaten your reputation
- ④ We build out a timeline for the crisis, planning new twists and challenges at every interaction
- ⑤ We bring this scenario to life in real-time, putting you and your team through a trial-by-fire

Why it Matters...

63%

.....
of a company's market value
is attributed to reputation
.....

The Economist Intelligence Unit rates

**Reputation Risk
as the highest risk
factor to a business**

.....
– greater than regulatory risk or crime
.....

The first

120 minutes

.....
of a crisis can determine the public's
perception of your organization
.....

41%

.....
of global executives regard
confidential or leaked information
appearing online as a top risk to
their company's reputation
.....

To learn more or sign up for a FireBell crisis simulation, please contact:

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