

A.R.C. Proving Grounds™

A Product of FleishmanHillard



WHAT IS IT?

Simulations offer management teams the opportunity to:

Identify gaps or weaknesses in preparedness plans.

Determine whether additional physical, operational, financial, consultative or communications resources are required for successful crisis response.

Evaluate information gathering and analysis capabilities.

Think through the toughest decisions and most important considerations required to successfully resolve a given scenario.

Rehearse leadership messaging, media interview skills and social media response.

Identify needs for additional third-party allies.

Build trust and teamwork among executives responsible for resolving crisis situations.

Stress Testing the Crisis Response Capability

Corporate readiness and resiliency are crucial responsibilities of organization management teams and boards of directors. But even after all the risks have been identified and response plans have been written, no company is fully prepared until it has tested its response capabilities in a realistic simulation.

A.R.C. Proving Grounds is a training exercise that draws on FleishmanHillard's expansive real-world crisis management expertise to provide a client with the simulated twists, turns and pressures of a real crisis.

HOW IT WORKS

Highly Customized and Highly Realistic

Real crises rarely unfold in predictable ways, and A.R.C. Proving Grounds simulations are no different. They range from simple news story responses to full-blown multimedia events, featuring complex real-life interactions. For each exercise, we gather detailed information about the company and its markets to ensure the most realistic experience possible. Using this knowledge - and an accelerated timeframe to increase the pressure - we create a compelling storyline and the complex plot twists that truly test the organization's response.

Our goal is to fully engage each crisis team member at every step in the simulation and to ensure every participant is indispensable to the scenario's resolution. We then provide comprehensive after-action reports to capture all lessons learned.



THE SESSIONS

FleishmanHillard has worked for decades with leading organizations around the world to conduct simulations that cover the diverse crises that can affect an organization.

Multimedia Control Room Simulations

5-6 hours in duration



Our most comprehensive simulation includes a range of inputs designed to provide the most dramatic and theatrical test of a client's preparedness. The session includes segment and final debriefs and features:

- Real-time interactivity with stakeholders, including phone calls from employees, investors, customers, suppliers, government agencies, financial analysts and reporters.
- Print and broadcast news coverage, as well as social media conversations.
- Live camera crews and interview opportunities.

Tabletop Simulations

5-6 hours in duration



Our tabletop exercises involve realistic scenarios implemented through more conservative means than our full-scale simulations. The session includes segment and final debriefs and features:

- Written requests from stakeholders, including customers, suppliers, investors, news organizations and regulatory agencies.
- Printed email inquiries from constituents and third-party organizations.
- Print news coverage, transcripts of broadcast reports and social media reports.
- Hard copy updates from internal departments.

Facilitated Response Exercises

2-4 hours in duration



A facilitated exercise provides a more guided simulation that maximizes the learning experience. The scenario is presented as either a playbook or a slide deck. The session includes a final debrief and features a prose storyline, coupled with some visual or paper inputs, as well as in-room facilitation by one of FleishmanHillard's certified crisis counselors.

Crisis Media Training and Mock Interviews

4 hours in duration



Crisis media training provides technique and message training and on-camera mock interviews. The session - for up to three participants - features in-person interviews with a live camera crew, video playback and critique.

Social Media Crisis Simulations

4-6 hours in duration



An immersive, simulated experience that is directly relevant to a client's brand, based on a realistic situation they might face on social media.

Organizational Scenarios

- Executive protection
- Leadership succession
- Crises of investor confidence
- Conflicts in corporate values
- Financial collapse
- Liquidity or funding crises
- Terrorist attacks or geopolitical events
- Executive scandals
- Activist attacks

Operational Scenarios

- Facility emergencies, explosions and emissions
- Information technology failures
- Environmental disasters
- Business interruptions
- Supply chain crises
- Distribution crises
- Natural disasters
- Airplane crashes and transportation accidents

Product Scenarios

- Product contamination, defects or failure
- Food-borne illnesses
- Product recall
- Pharmaceutical adverse events
- Counterfeiting

Workplace Scenarios

- Workplace violence and active shooters
- Workplace injuries or deaths
- Unethical behavior and white collar crime
- Disease outbreaks
- Strikes and labor actions

Data Security Scenarios

- Data theft
- Database breach
- Website or social media hacking
- Industrial espionage
- Intellectual property theft
- Leak of strategic or classified information

