

# On Call Service

## 24/7 'red-button' support for our clients

### SERVICE SET UP & MANAGEMENT

A proportion of the annual service fee is used to support the cost of running the service; which includes:

- Dedicated number for clients to call
- Dedicated EMEA team to deploy as and when needed
- Quarterly catch ups to ensure we stay connected on threats and operational changes
- Attending annual exercises to support you
- Sharing crisis best practice
- Review on an annual basis to ensure the service is meeting your needs

The remainder of the fee is held for your use, either in reactive or proactive support

If the support  
isn't needed

If the support  
is triggered

### PROACTIVE SUPPORT

#### Proactive support

If the fee isn't used to support a response to a live issue or crisis, we will work with you at the end of the year to discuss how we use it in first quarter of the subsequent year for proactive support. This might typically cover:

- **Workshops** to develop understanding and implementing your crisis plans or skills such as press office response or crisis media spokesperson training
- **Desktop** exercises using our Fortify platforms
- **Writing** or reviewing plans and materials

### REACTIVE SUPPORT

A proportion of the fee is held in an emergency fund to draw on in the event that we're needed to support a live issue or crisis. This would typically cover our first few days or a week of support depending on the scale of the event, but also ad hoc/always on advice.

We can be contacted 24.7 and provide a rapid team deployment. Working on the basis of needing senior counsel immediately and then work with you to understand the needs and requirements of the situation, services could include:

- Crisis Communications Advisor to your Executive or Crisis or Incident Teams
- Crisis Office and Chief of Staff support
- Communications Strategy
- Crisis Communications Team & support
- Social listening & media monitoring
- Media & Investor relations
- Stakeholder engagement
- Hotline set up and running

### FEE

£50,000 Annually: £20,000 goes towards running the service, £30,000 goes to the emergency fund. We draw down upon this using our standard, rather than crisis rates.

### CONTACT DETAILS

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