

CRISIS RESPONSE FLOWCHART

ACTIVATE EMERGENCY RESPONSE PLAN to keep customers, staff and yourself safe

KEEP INFORMED, regularly checking relevant emergency service agency website

ASSESS SITUATION, deciding if business should close and recording actions in log

STAY CALM, ensuring crisis is as stress-free as possible for customers

COMMUNICATE WITH YOUR STAFF, giving regular updates

COMMUNICATE WITH YOUR CUSTOMERS, including imminent visitors

MANAGE CURRENT BOOKINGS, encouraging customers to reschedule if possible

DEAL WITH CANCELLATIONS, offering credit notes if acceptable to customer

INFORM YOUR LOCAL DMO to let them know about the impact on your business

REVISE MARKETING ACTIVITIES, cancelling promotions or ads if need be

PREPARE A CASH FLOW BUDGET