



Crisis Communications

Michael Bociurkiw

World Communications Forum Davos in Istanbul



NDC 50580-449-05

TYLENOL[®] EXTRA STRENGTH

Pain Reliever
Fever Reducer

Contains
Acetaminophen

24 CAPLETS - 500 mg each

Caplets



Contains
no aspirin





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EXPLODING SAMSUNG GALAXY NOTE 7 IGNITES JEEP





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Special Updates

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Samsung Galaxy Note 7 banned on all flights

Latest update: 15 Oct 2016 14:15 HKT (GMT+8)

Passengers must take notice that all Samsung Galaxy Note 7 smartphone devices are prohibited on all Cathay Pacific and Cathay Dragon flights with immediate effect.

Such devices must not be transported on their person, in carry-on baggage, or in checked baggage on all of our flights.

At Cathay Pacific and Cathay Dragon, the safety of our passengers and crew is our top priority. We appreciate your cooperation.



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The Samsung Galaxy Note 7 is Da Bomb
on.forbes.com/6012BA5xl

10:56 PM - 13 Sep 2016

SAMSUNG

PRC

Recall

Tran: 773 / 72 / 6337 09/08/2016

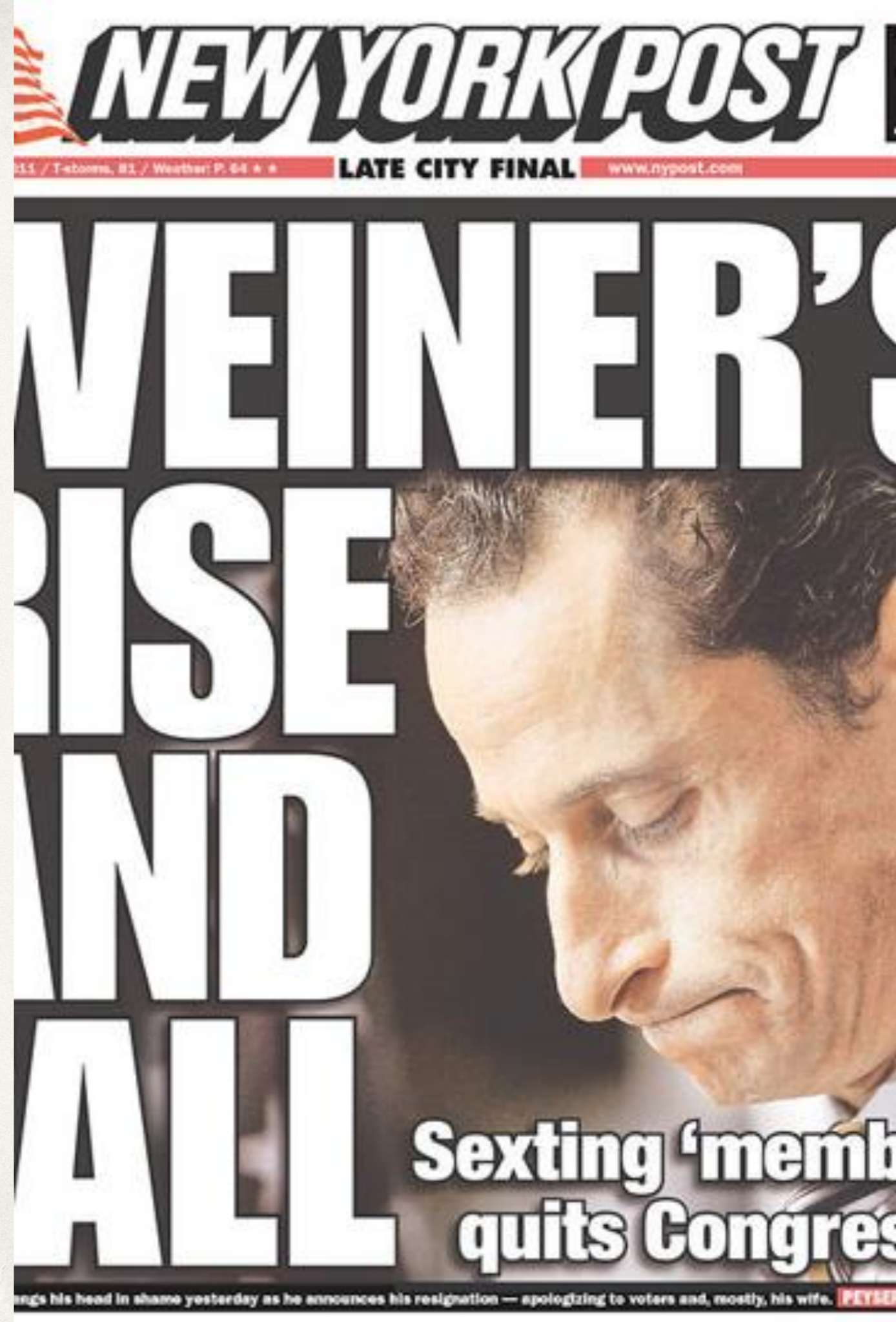
Orig Tran: 773 / 70 / 3253 08/25/2016

Carrier: Sprint

Samsung
Sprint Samsung Galaxy Note
SPHN930PBL
SKU: 5473300

Key Points

- ❖ We live in a hyper-connected world where bad news travel fast



Key Points

- ❖ When S hits the fan - every second counts. Time is of the essence!
- ❖ Avoid allowing others to fill the information gap
- ❖ Bury your pride - take the bow!



Key Points

- ❖ Be open, transparent
- ❖ Ooze empathy
- ❖ When you apologize say it as if you really mean it. **BE SINCERE!**

