

## A UNIFIED APPROACH TO CRISIS RESPONSE



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What defines a crisis, how do you prepare for the worst and how do you influence crisis communications processes as part of your supply chain management? Crisis communications planning means more than being prepared with a plan in place for your organization. It means ensuring your business partners are aligned and the approach integrated to protect the brand of each organization.

Learn how Carah Worldwide led international client and the world's leading LNG producer, RasGas Company Limited of Qatar, through the process of identifying the top internal requirements to being prepared for a marine crisis and the importance of aligning the company's vessel owners/operators to adopt the same standards and protocols. Kim will share:

- how RasGas has ensured it's in a constant state of readiness through the development of best practice crisis communications processes and procedures that are integrated with its vessel owners/operators
- the most important elements of a crisis communications toolkit and how RasGas can use the contents to guide and influence a coordinated communications response
- how RasGas decided to expedite the review and approval process to ensure a prudent and rapid communications response
- how cultural and geographical sensitivities do influence how RasGas and its marine partners communicate through the media and to other stakeholders