



# Crisis Communication Services

Watermark Associates provides Crisis Communication Services to municipal government entities, businesses and other organizations that understand the need to respond appropriately during a crisis or emergency. These organizations want to mitigate risk to their brand and ensure the trust and credibility of their organization. Crisis communication is both an art and a science. Watermark Associates has been recognized as a subject matter expert in both response and training. Crisis can happen to any organization, whether it be a natural disaster or employee misconduct. What you say and how you say it is critical during times of crisis.

## Additional Services Available to meet your unique needs:

- Branding
- CMO Solutions
- Automated Marketing
- Public Relations
- Advertising
- Media Buys
- Graphic Design Services
- Website Development
- Qualitative Research
- Quantitative Research

## Our services include:

- Tailored Risk Communications Plan
- Risk Management Matrix Template
- Training
- Staff roles and responsibilities
- Customized messages for each market segment
- Media templates
- Spokesperson training
- Remote access to support materials
- Fact sheet templates
- Inventory template for images, maps, etc..

Analyze  
Innovate  
Communicate



**Watermark Associates**

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