

Crisis Preparedness and Response

How a company responds to a crisis in the first hour will shape the next few hours or days of the crisis response. It can separate the leaders from the pack, shape public perception, minimize business disruption, and impact the future of your company. If a crisis strikes, the Inspire team will be by your side, offering expert counsel about what to do next, from developing the communications strategy to preparing spokespeople, and from drafting talking points and statements to monitoring media and social media coverage.

Our experts have guided the communications response for diverse crises, including, but not limited to, labor and employment

problems, environmental accidents, injuries and deaths in the workplace, natural disasters, activism, and product recalls.

While assisting companies with their crisis preparedness is among our many services, Inspire understands that when a crisis strikes, having a knowledgeable, experienced team at the ready and in the trenches with you is critical.

Our team is well-equipped to help you develop a crisis communications plan as well as respond in a way that preserves the trust of customers, employees, partners and other essential stakeholders.

MEET OUR CRISIS RESPONSE TEAM

HINDA MITCHELL - SENIOR COUNSEL AND STRATEGY



President

Cell: 614-537-8926
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With more than 25 years of experience in agencies, media and non-profit organizations, Hinda's expertise focuses on strategic communications counsel, stakeholder engagement, crisis preparedness and response and issues management. She is skilled in navigating the many complexities of a crisis and is prepared to help you respond effectively.

KATIE SABATINO - MEDIA COACHING AND ONSITE MEDIA



Special Projects Manager

Cell: 614-353-6476
Katie@InspirePRGroup.com

With 14 years of communications experience, Katie is a seasoned professional in communications and media strategy, providing media training and onsite media counsel for many Inspire clients. As a former TV news journalist, Katie offers unique insights that can help prepare company spokespeople for the tough on-camera questions.

DIANE HURD - MESSAGE DEVELOPMENT AND COUNSEL



Senior Associate/Managing Director

Cell: 937-205-9621
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With more than 10 years of agency experience, including direct crisis support to Inspire clients, Diane's crisis management specialties include media relations support and messaging guidance to ensure the right tone and values-based messages are communicated to effectively mitigate the impact of a crisis.

LOGAN TRAUTMAN - SOCIAL MEDIA AND MONITORING



Account Associate

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Logan develops and manages digital and social media content during a crisis. Logan supports the crisis team by providing real-time monitoring and sharing of media coverage throughout a crisis. She also continually gauges sentiment and conversation on social media during a crisis, to assure that crisis clients are engaged and effective in managing online engagement.