



HIGH STAKES. INTERACTIVE. EMPOWERING. MANAGING YOUR RESPONSE TO COVID-19

The implications of the coronavirus pandemic, coupled with the unique liabilities and risks currently facing all organizations, have created a critical need for corporations to evaluate and fortify their business continuity plans and communications activities.

To help clients manage through the crises related to COVID-19, APCO has developed emPOWER Outbreak 2020, **which allows organizations to connect virtually from the safety of their offices and homes, play out scenarios online, evaluate decision-making and resources in real time, and come away with valuable insights that can translate immediately to protocol and actions.**

Working with you to understand your unique vulnerabilities, imminent challenges, and dilemmas, APCO's seasoned team of crisis practitioners use emPOWER to track and analyze your efforts to maintain functional-operational continuity and a strong reputation during the COVID-19 pandemic, honing in on resource gaps, decision-making procedures, messaging and outcomes.

The virtual exercises enables you and your team to:

- Practice dealing with existing scenarios
- Brainstorm, prepare for and evaluate other possible (forecasted) scenarios
- Establish a response plan for existing and forecasted scenarios
- Clarify the process behind (and the resources needed for) each decision made
- Synchronize the organization's various units' operations

The system records all information exchanged during the simulation so APCO crisis specialists can provide a holistic overview following the simulation, including statistics and insights that enable us to quickly evaluate readiness and work with you to refine plans.

With emPOWER Outbreak 2020, your organization has an opportunity to experience an evolving crisis and assess situational awareness, leadership, alignment and decision making under extreme pressure. emPOWER transcends traditional scenario planning and decision making through:

- **A virtual crisis platform** that allows multiple users to connect and as a team, stress test real-time scenarios, evaluate vulnerabilities and resource gaps and develop response plans
- **An interactive participant interface** allowing users to communicate through dynamic chat and e-mail systems
- **In-depth analytics** of the completed simulation providing qualitative and quantitative reports on statistical and content-related conclusions and lessons learned that can be implemented immediately
- **Pertinent recommendations** and benchmarking against existing protocols to assess your real-time response capabilities

Key individuals within your organization who are invested in reputation management and business continuity should participate in the emPOWER Outbreak 2020 simulation.

For more information about APCO's suite of crisis services, please contact:

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