



FIREBELL

ISSUES/CRISIS PREPAREDNESS WORKSHOPS POWERED BY WEBER SHANDWICK'S AWARD-WINNING, INTERACTIVE SIMULATOR

We developed Firebell as a way to stress-test teams and plans so they're ready when an issue emerges. Through interactive simulations, participants defend their brand against a real-time attack within a secure, controlled environment.

- + **PROVEN** INTERACTIVE AND COLLABORATIVE WORKSHOP MODEL
- + **SCALABLE** TRAINING EXPERIENCES FIT EVERY TEAM AND ORG STRUCTURE
- + **TRANSFORMATIVE** EXPERIENCE FOR PARTICIPANTS

INTERACTIVE PLATFORM FEATURES:

- ▶ Realistic replication of channels like Facebook, Twitter, WeChat, Weibo and YouTube
- ▶ Live comments and posts (real-time page updates with new content)
- ▶ Secure, online platform with designated user logins
- ▶ Remote access for off-site teams
- ▶ All languages supported



We work with you to **RESEARCH AND DEFINE** the issue or crisis scenario that will play out during the workshop.



We research and replicate profiles of **ACTIVISTS, ANTAGONISTS, ADVOCATES, MEDIA** and other external stakeholders (i.e. regulators) so these characters can play apart in the simulation.



We produce fictional media stories, blog posts, dark sites, social channels and other injects to **ADVANCE THE STORYLINE**. We also replicate your organisation's channels in our secure environment.



The crisis ignites into a **REAL-TIME DIALOGUE** during the workshop, exposing you to challenging media calls, news stories, social channel conversations and more as you react and work through the scenario.



We deliver a **DETAILED ANALYSIS** of what went well and vulnerabilities your organisation should address in preparation for an issue or crisis.







CONTACT



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