

In an age of real-time information, brands and companies are more at risk than ever to viral attacks from unexpected sources. In this environment, traditional methods of crisis preparation simply don't meet the needs of today's communications professionals. We need to evolve.

# Meet FIRE BELL

Weber Shandwick's Social Crisis Simulator

PR News Digital Best New Application of the Year 2010



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## FireBell

A unique Social Crisis Simulator application, FireBell creates an authentic, real-time experience of being under attack on Twitter, Facebook, YouTube and other social media channels. Participating in a FireBell simulation provides social media crisis training experience for your team, in a secure, off-the-Internet environment.

- Creates a live social media crisis dialogue with carefully chosen stakeholders
- Simulates the stress of a real life crisis situation – this is live!
- Utilizes realistic, working replicas of company and third- party social properties
- Prepares teams to develop social media crisis plans through true experience

## How Does it Work?

- ① In consultation with you, we concoct a potentially devastating crisis to your business, originating in the social space
- ② We build replicas of your social properties so detailed you'll think they're real
- ③ We replicate, or create from scratch, the social properties where the scenario will play out and the personalities who will threaten your reputation
- ④ We build out a timeline for the crisis, planning new twists and challenges at every interaction
- ⑤ We bring this scenario to life in real-time, putting you and your team through a trial-by-fire

## Why it Matters...

63%

of a company's market value is attributed to reputation

The Economist Intelligence Unit rates

**Reputation Risk as the highest risk factor to a business**

– greater than regulatory risk or crime

The first

120 minutes

of a crisis can determine the public's perception of your organization

41%

of global executives regard confidential or leaked information appearing online as a top risk to their company's reputation

To learn more or sign up for a FireBell crisis simulation, please contact:

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**WEBER SHANDWICK**  
DIGITAL COMMUNICATIONS