



Mind The Gap

Public Relations, LLC

Crisis • Online Reputation • Cyber Risk

Crisis Communications Assessment

A detailed review of your existing crisis communications plan and make specific recommendations to improve your current crisis communications plan.

Crisis Communications Plan Build

This is a custom build for your organization. It includes meetings with staff, SWOT analysis, and the following

- Assemble a crisis response team
- Create a monitoring program
- Develop anticipated threat scenarios
- Create holding statements and responses
- Train staff

Crisis Communications Staff Training

Train your staff on your existing crisis communications plan. This includes media training for your spokespersons and a drill situation.

Crisis Communications Management

Provide outside assistance for managing the crisis situation as required.

Ann Marie van den Hurk APR is an award-winning PRSA-accredited public relations counselor with two decades experience assisting organizations in successfully navigating the digital sphere and taking leadership in crisis communications, cyber risk, and online reputation management. She regularly counsels CEO and executives on best and innovative communications practices.



Cyber Risk Assessment

Deep dive into your company's cyber risk:

- Evaluate relevant threats to your organization
- Assess internal and external vulnerabilities
- Estimate the impact of the exploitation of those vulnerabilities
- Determine the likelihood of exploitation
- Develop a blueprint for action
- Recommend communications strategies

Online Reputation Assessment

- Conduct an analysis of your digital presence with the "stoplight" rating system.
- Recommend strategy moving forward.

Online Reputation Management

Our services for managing online reviews sites include:

- Develop a customized online response plan.
- Monitor forty different review sites including: Yelp, TripAdvisor, Open Table, and Facebook
- Real-time online listening to allowing you to respond promptly to your customers online
- Analyze online comments to provide you with key insights