

South Africa

IS TRAVEL READY

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#Tourism Tuesday Takeaways

Crisis communication Tips In The Time Of Coronavirus



Do's



Define your crisis management plan



Assign your crisis management team



Identify reliable sources of industry relevant CV-19 information (#SouthAfricalsTravelReady)



Refine your crisis messaging based on sound information



Communicate with your clients often and in a human, authentic way



Scribe Consulting

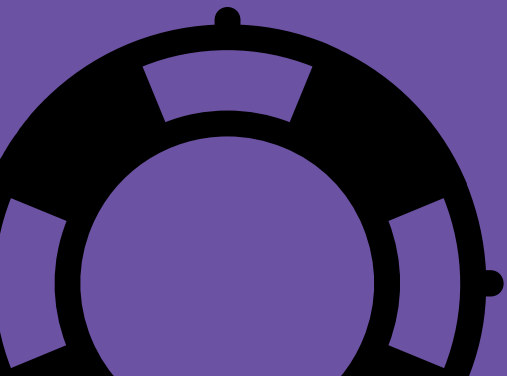
Putting Passion to Purpose

Who is Scribe Consulting






Scribe Consulting is borne out of passion for tourism. As a catalyst, this industry is uniquely empowered to effect positive change, shaping the future of communities and countries.

We recognise that it is the people in tourism who make the experience happen. Underpinned by a deep understanding of the inner workings of this fascinating economic sector, we are passionate about developing remarkable tourism products and destinations.

Scribe Consulting leads their clients into success by consulting on matters of business strategy, communications, reputation management, sustainability, content marketing and quality assurance.



Dont's

-  Procrastinate. Grab a lifeline if you need one
-  Assume everyone knows what you're thinking
-  Expect your team to take the lead
-  Don't deviate from your plan
-  Don't clam up. Going 'dark' does not float



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