



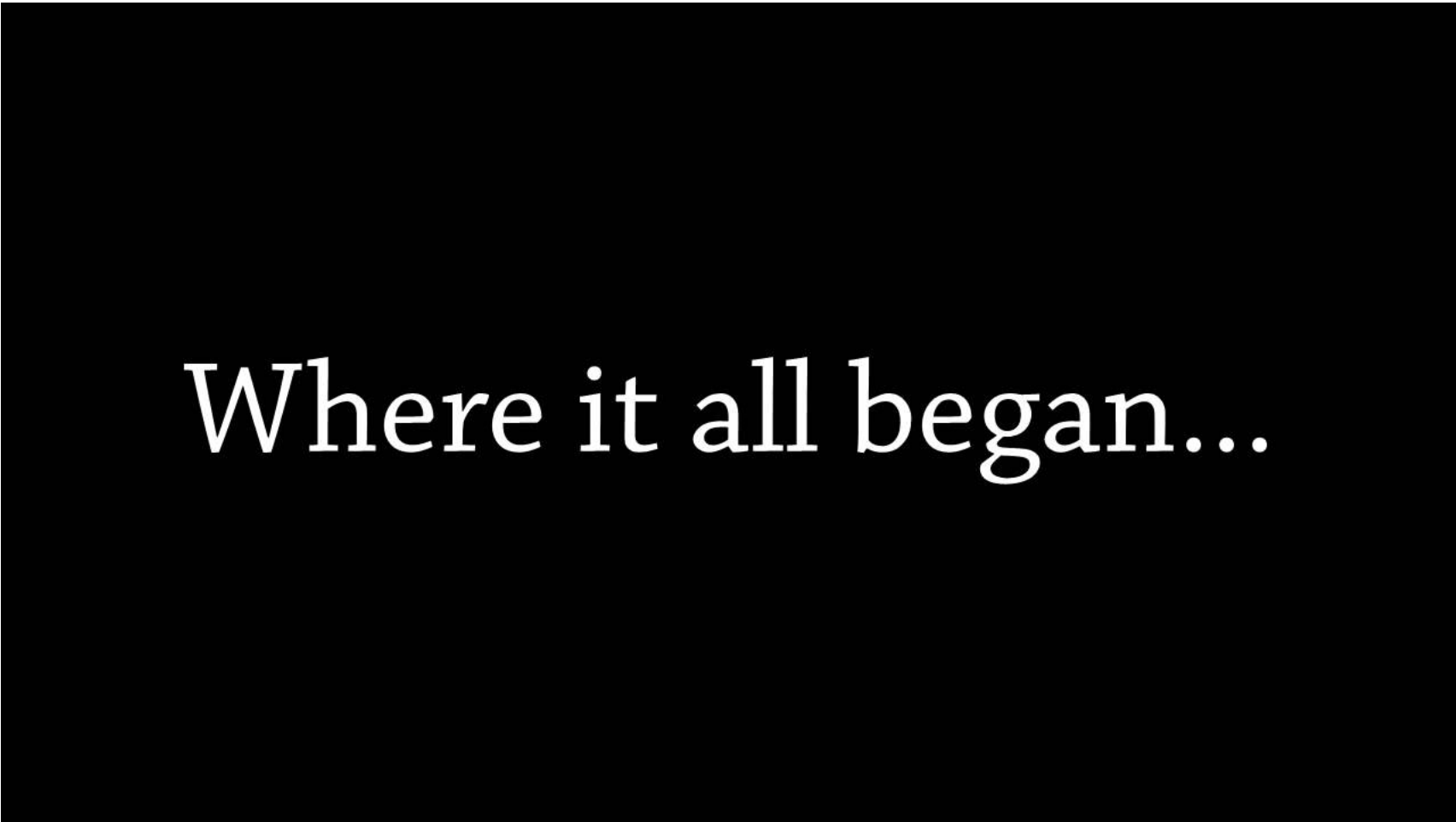
Belnet Crisis Communication Plan

Laetitia Lagneau
SIG-MARCOM
London 2019



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Belnet Crisis Communication Plan



Where it all began...



The TEAM



ÉQUIPE DE COMMUNICATION DE CRISE

Communication interne
(RH)

Communication externe

Presse
(Marcom)

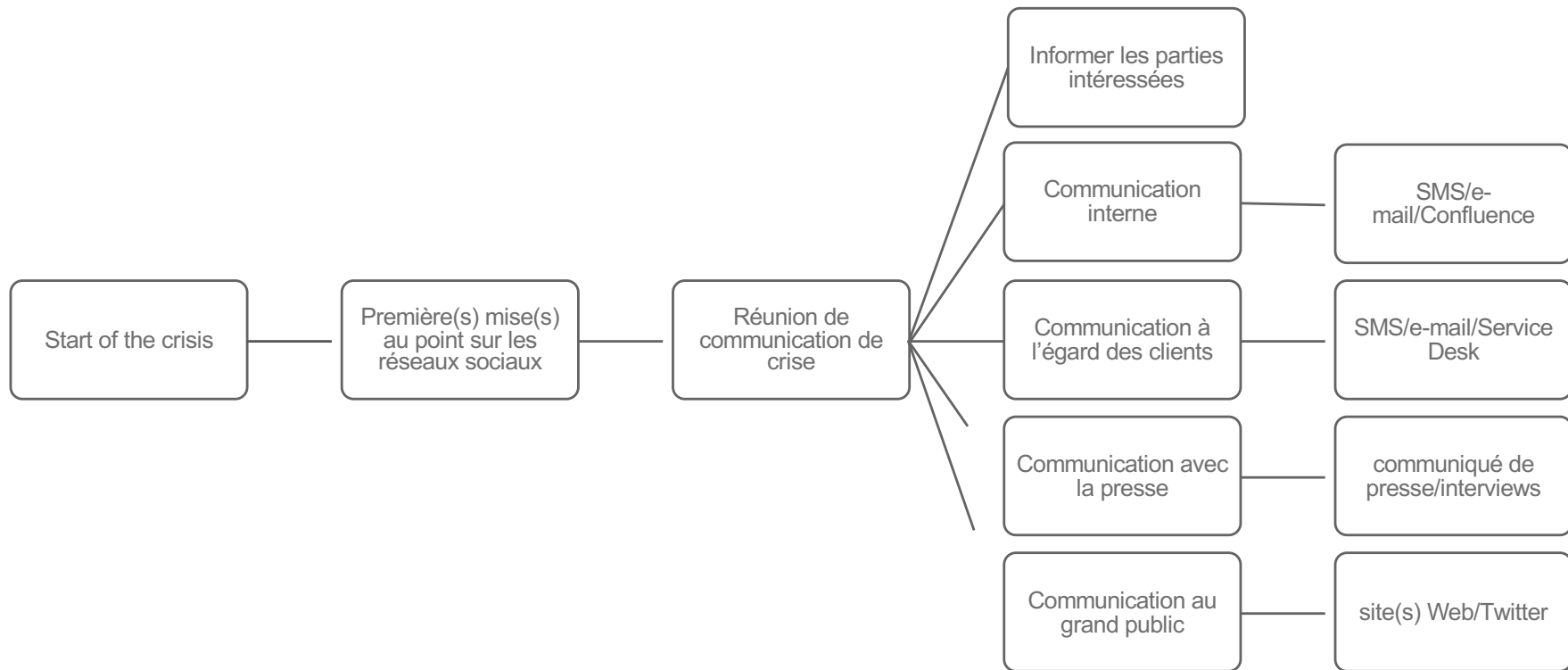
Clients et grand public
(CR et Marcom)

Service Desk
(ITSM)

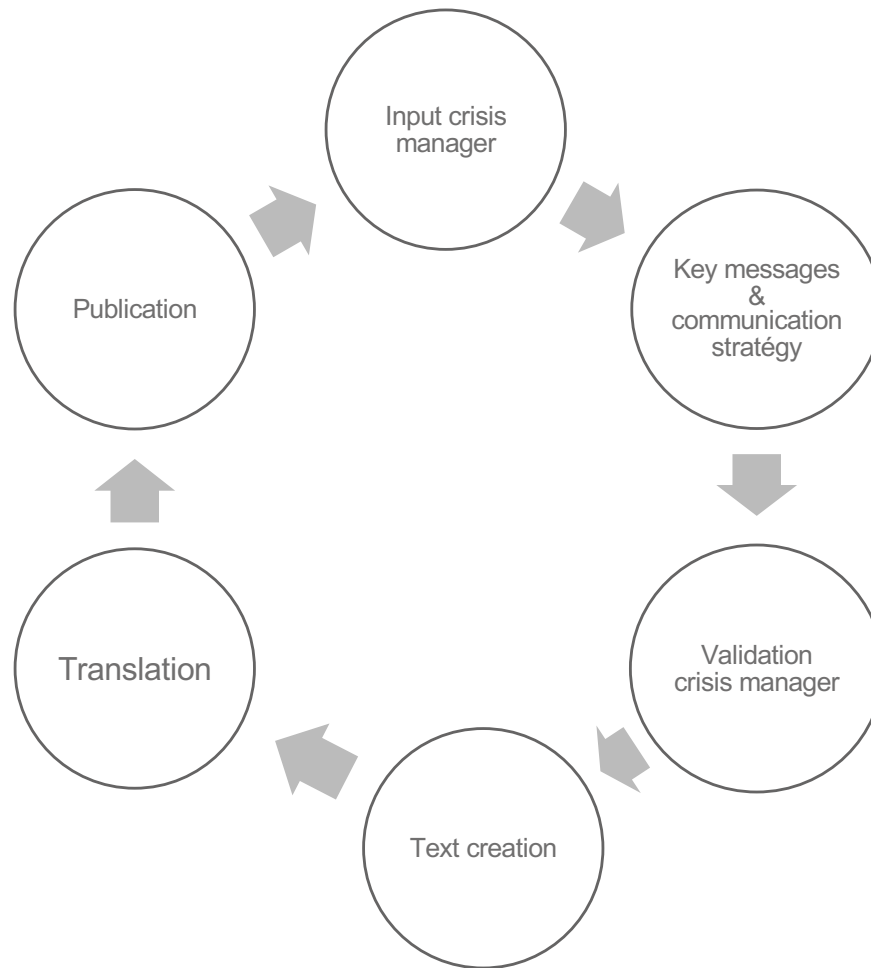
Autres parties intéressées



Phase One : preparation



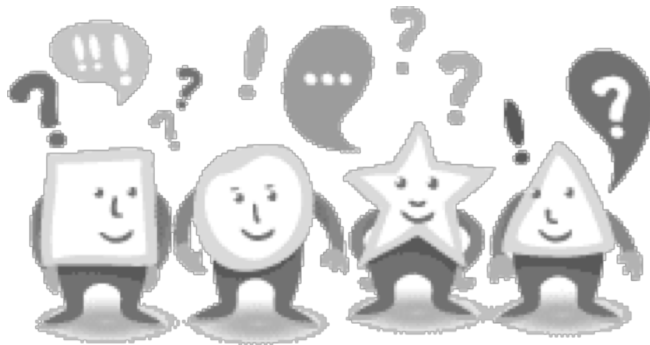
Phase 2 : Ongoing crisis



Phase 3 : Post crisis communication



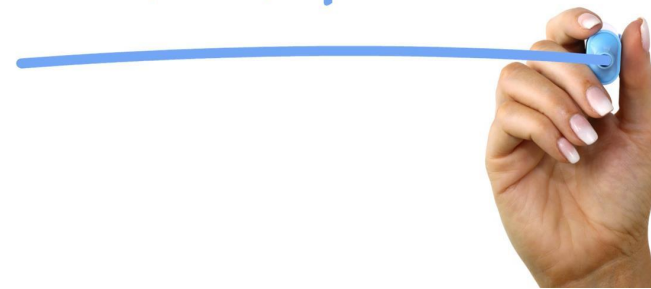
Phase 4 : Evaluation



Conclusion



MANAGEMENT



Conclusion





Thank you
for your attention

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dedicated connectivity



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