Ten Years After 9/11: Lesson Learned in Crisis Communication

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About Everbridge

• The Global Leader in incident notification systems

• Fast-growing global company with more than 1,500 clients operating in more than 100 countries

• Serve the Global 2000 enterprise, corporations, healthcare systems, state and local governments, federal government, military, financial services firms, and universities

• 100% focused on incident notification solutions that merge technology and expertise

Respond
Notify key audiences of an incident by accessing the Everbridge system via computer, phone or web-enabled device to launch a broadcast.

Reach
Contact thousands in minutes. The Everbridge system cycles through all communication paths to deliver your message. Recipients confirm receipt or respond to the sender.

Results
Get immediate results. Everbridge’s real-time dashboard compiles and updates responses for quick, informed decision-making.

Everbridge Aware™
Agenda

Part 1: Presentation
• The impact of 9/11 on the US
• Lessons learned from 9/11
• The current state of crisis communication preparedness
• Gaps between planning and preparedness that still exist today

Part 2: Q&A
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Dr. Robert Chandler
University of Central Florida
The Decade of Disaster
The Decade of Personalized Technology
Overall, Communication Has Changed in the Past 10 Years
Mobile Circa 2001

Pilot™ | PDAs
Laptops
GSM Phones
Mobile Today

Sidekick™ | Blackberry™ | Pilot™ | PDAs
Netbooks | Notebooks | Laptops
Smartphones | Mobile Phones
Media Players | iPod™ | Zune™ | Archos™
eBook Readers | Nook™ | Kindle™
Tablets | iPad™ | Streak™ | IdeaPad™
Handheld Gaming | Nintendo DS™ | PSP™
Mobile Computing Power

PDP-11
16 MHz Processor
4 MB Memory

iPhone 4
1 GHz Processor
32 GB Memory

% Increase in 25 Years
6,150% Processor
8,000% Memory
Ushering in a More Connected World
Still Encouraging Enhanced Media Framing – Both Broadcast & Print
Modern Media Has It’s Impact on Disasters
Modern Media Has It’s Impact on Disasters
Modern Media Has It’s Impact on Disasters
So, the Challenge Remains...
Communication in a Post 9/11 World

Facing the Challenges

- Communication layers
- Regulation changes
- Human factors
- Constituent expectations
9/11 Commission Report – Then vs. Now

THEN

• Most federal agencies learned about the crash in New York from CNN

• None of the FAA and White House teleconferences before 10am included the right people

• 911 Call Centers in New York were found to be lacking

NOW

• News now breaks over the web, on Twitter, and other social media sites

• Notification technology now allows the right people to be contacted & brought together immediately

• Alternate and multiple means of communication are now used in emergencies
Audience poll

Which of the following changes do you consider to be the most significant since 9/11?

- Homeland security
- Travel security
- Smartphone technology
- Social media
- Emergency notification systems
Audience Results
Concerns with Multi-Layered Communications

- Reach
- Control
- Variability
Regulation Changes

- 9/11 Commissioner Report
- Certifications & Standards
Federal Changes with Private Sector Impact

• The establishment of Ready.gov.

• Voluntary Private Sector Preparedness Accreditation and Certification Program (PS-Prep)
Challenges with Human Factors

• Are they listening?
• Audience adoption & acceptance of technology
• Internal challenges
Constituent Expectations

• Notification expectations
• Speed and instructional content
• Individualism to Dependency
• Personalize ‘my’ remedy for me
9/11 Thoughts: Leadership

THEN

• President Bush made the decision to continue reading to the children as he was being briefed about 9/11.
• Was this the wrong way to appear in the face of an impending crisis?

NOW

• How your leaders appear to react to a crisis affects brand image, constituent reaction, and how watchers perceive the crisis.
9/11 Thoughts: Preparedness

THEN

• Gregor Bailar, then chief information officer of Nasdaq, commented, “People will have to look very carefully at their backup strategies and see whether they can communicate with everybody easily, whether [critical data] are stored in that same building that could experience [a] disaster.”

NOW

• It is important that your emergency response strategies include communication components (and not just backup data centers).
• Prepared messages
• Social media communication channels
• Work-from-home policies
• Leveraging the power of the internet
9/11 Thoughts on Preparedness

THEN

• Robert Zito, the executive vice president of communications for the New York Stock Exchange after 9/11 noted, “Until the crisis comes, in whatever form, you don’t really understand how valuable all the preparation was.”

NOW

• Preparedness is the watchword now. Are we prepared? And what are prepared for?
• If you are ready for a 9/11 NOW, then you are unprepared for the next emergency, whatever it will be.
• Are your plans thoroughly tested?
• Are you conducting complex drills?
Old School vs. New School

• Which school are you?
Incident Notification

Marc Ladin
Chief Marketing Officer, Everbridge
Incident Notification Solutions Address Common Communication Challenges

- Communicate quickly, easily, and efficiently with large numbers of people in minutes, not hours, making sure that the lines of communication are open.

- Reduce miscommunications and control rumors with accurate, consistent messages.

- Receive feedback from your messages by using polling capabilities.

- Satisfy regulatory requirements with extensive and complete reporting of communication attempts and two-way acknowledgements from recipients.

- Ensure two-way communications to get feedback from message receivers.

- Deliver refined, prepared, timed messages to each pre-designated audience group, by scenario.
Key Evaluation Criteria for an Incident Notification System

- Experience and expertise
- Ease of use
- Ability to reach all contact paths, including voice, email, native SMS (over SMPP and SMTP), IM, and more
- Ease of integration
Contact Information

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Communication Resources

Upcoming webinars:
Business Case Demo (October 6)
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Item Number (Schedule II): 26.3
Activity Group: A
1 Point for each webinar