

COMMUNICATIONS IN A CRISIS

Carnival



ESSENTIAL GUIDING PRINCIPLES

The 3 C's

- Communication
- Cooperation
- Collaboration



GUIDING PRINCIPLE 1

COMMUNICATION

Who are we communicating with?

- Guests
- Travel partners
- Port authorities and government agencies
 - Proactive outreach
 - Dedicated 24/7 Hotline



GUIDING PRINCIPLE 1 – CONT'D

COMMUNICATION

What are we saying?

- Communicating priorities
 - Focus on safety, wellbeing and returning them home quickly
 - In an honest and thoughtful way
- Managing expectations
 - Provide details on “the plan”
 - Explain the variables, i.e., weather, resources, etc.



GUIDING PRINCIPLE 1 – CONT'D

COMMUNICATION

How are we communicating and how often?

One message – many channels

- On board
- Contact center
- Email
- Mobile
- Web
- Media
- Social media

Frequency matters

- Establish & communicate schedule for regular updates



GUIDING PRINCIPLE 2 AND 3

COOPERATION AND COLLABORATION

In times of crisis or in peace time:

- Build relationships
- Establish mutual understanding of objectives
- Agree on a common goals
- Determine how we can support one another

GUIDING PRINCIPLES 2 AND 3 IN ACTION

Carnival's CareTeam

- Carnival's 12 hour response plan
- Carnival AllBrands MOU
- CLIA Guest Care Working Group
- Port agent and port authority training

