COMMUNICATIONS IN A CRISIS
ESSENTIAL GUIDING PRINCIPLES

The 3 C’s

– Communication
– Cooperation
– Collaboration
COMMUNICATION

Who are we communicating with?

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