

11:50am	BREAKING NEWS: Milk declared dangerous from all suppliers; More children in hospital; Aflatoxins confirmed; Consumers advised to put milk out of the reach of children; Possibly contaminated cattle feed.	Issued a recall notice on all milk products from stores and advised customers not to consumer milk within a specific expiry date Social media posts
12:05pm – 12:30pm	Press Statements.	Decided to issue a joint statement with our main milk processor – Muller. Social media posts
	Muller released immature response video	Terminated contract with Muller
1:30pm	Internal crisis	Dealt with issue 1 internally and contacted stores directly regarding issue 2.
	Internal crisis leaked	Social media responses
2:00pm		Released a video apology on social media
2:30pm – 3:30pm	Press Conference	Our CEO answered questions from companies and the press.
		During the press conference we also issued social media posts and answered social media questions
4:00pm	End of crisis simulation.	N/A

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2. How to deal with negative press – Sinead Hanna, Visit Kent

- Don't take it personally
- Be professional
- Choose your battles
- Don't yell and stamp your feet, turn it into a positive by diffusing the situation.
- Show that you are being proactive
- Is it your fault? YES
- Are you in a position to respond?
- Hold your hands up
- Be honest and explain how you will fix the problem
 - "It was an unfortunate mistake but we are going to fix it..."
- Be ready to respond on social media
- Offer solution
 - "What can I do to help?"
- Look after your customers
- Be calm and firm but not emotional
- Respond swiftly
- Do not threaten legal action
- Stick to the facts and put everything in an email
- Ensure a clarification/ correction is printed and put online

Although this advice was given for dealing with negative press, it can also be used for responding to a crisis especially when figuring out how to respond to your customers.

Sinead Hanna is an ex-journalist who is now the PR Manager for VisitKent.

3. Email Exchange with Mumsnet

11.25am

Dear Justine,

In response to the latest contamination concerns, we would like to advise that fully accurate information is not available at this time but we are doing everything in our power to provide clarity around this ongoing situation.

We advise that you inform your members of the potential implications of consuming contaminated food or drink products. However, we would like to reinforce the unlikely nature of this type of incident, and as such the information flow will come as and when we find out more.

We are open to converse on this situation and will inform you with the consistent updates as and when we can.

Kind regards

River Filmer

Head of communications

Waitrose.

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5.20	15:21pm	 Olanike Popoola 1 hr Waitrose: We continue to strive at our best of the welfare of our consumers, reinforcing our commitment to our suppliers whilst building long-term relationships.  2 Seen by 14  Like  Comment
5.21	15:57pm	 Olanike Popoola 1 hr Waitrose: We would like to thank everyone for keeping in touch during this press conference today. We would also again, send our condolences through the victims affected. Thank you for staying with us. Waitrose Seen by 12  Like  Comment
END OF SIMULATION		

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