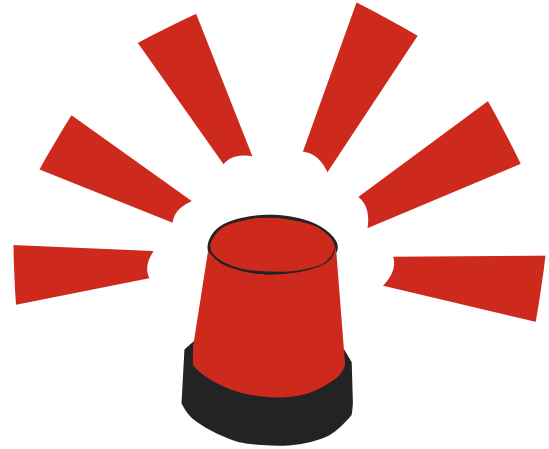


Aviation Disaster Recovery Workshop



Why Plan a Disaster?

Unexpected events can strike any business—but in aviation, the stakes are higher, and the cost of being unprepared is too great. From managing a negative customer review to responding to an on-airfield incident, knowing how to respond quickly and strategically can protect your reputation and your bottom line.



There's no harm in hoping for the best as long as you're prepared for the worst. - "Si vis pacem, para bellum."

Outcomes of this workshop



Tailored Crisis Response Plan: Attendees will leave with a customized framework for handling potential crises specific to their aviation business.



Enhanced Risk Management Skills: Participants will gain the ability to identify and mitigate key risks, ensuring their business is better protected from unexpected events.



Practical PR Strategies: Attendees will acquire actionable tactics for managing media interactions and maintaining a positive public image during challenging situations.



Clear Role Assignments: Participants will understand how to structure their teams effectively, knowing who should be involved and what their responsibilities are during a crisis.



Resource Kit Blueprint: Attendees will walk away with a comprehensive checklist of essential documents and tools to keep on hand for efficient crisis response.

Success Factors

There are some disasters you can't prevent.
But you can prevent them from destroying your business!

Basics of Crisis Management



What is Risk Management and Why Do I Care?

- Part 135 organizations have SMS plans in place
- Safety culture is already huge in the aviation industry
- We should have a safety culture in our business as well.

Common Risks in Aviation

- Customer disapproval
- Airside Incidents
- Data or privacy breach
- Natural Disasters
- Website Outages

Strategies for identifying and assessing potential threats

- Brainstorm with your team - "What could possibly go wrong?"
- Rate the severity 1-10
- Rate the likelihood 1-10
- Focus on the top three scenarios based on total score.

Prevention

- "If you take an umbrella, it's less likely to rain."
- Identify ways to prevent the issue, or damage from the issue.

Recovery

- Have some materials prepared in advance
- Have a Media Kit on your website
- Have a Disaster Recovery folder on your shared resources

Paula Anderson Williams · You
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"Everyone has a plan until they get punched in the face"

Mike Tyson

Most of us don't think about disaster recovery as part of marketing. And most people would rather not think about "what could possibly go wrong?"

Until it does.

Having a PR plan in place for your most likely scenarios, small or large, make it much more likely that your company will come out of the situation stronger than ever.

Which type of disruption is the most common challenge for aviation businesses?
You can see how people vote. [Learn more](#)

A one-star review on Google	38%
Property damage	0%
Airside incident	50%
Data or privacy breach	13%



Success Factors

Spending a half day on this brings a LOT of peace of mind, which is worth it even if you never use your Disaster Recovery Kit!

Your Disaster Recovery Kit



Essential physical and digital resources

- Key documents: insurance policies, emergency contact lists, safety and procedural manuals
- Digital logbooks for all aircraft

Physical Documents and Other Resources

- Safe storage on-site - (Safe or filing cabinet in a secure location)
- Safe storage off-site - (Copies elsewhere - update quarterly)
- Physical backups of computer data (Time Machine + Pegasus Drive)

Tools & Technology & Resources

- Nightly backups of websites (Flywheel)
- Digital Security - i.e. Barracuda (for email)
- Vision Aircraft Records (Digital Aircraft Records)
- Tim Bonnell (Aviation Insurance)

*Worst thing that can happen
"I couldn't get hold of X
and a decision had to be made,
so I 'winged it.'"*

Communication Methods

- Decide who does what when, if any person is out of contact, who takes over?
- What's the communication plan in the event of an emergency (or even a question?)
- What's the backup plan in case the first method doesn't work?
- Get everyone's cell phone numbers on everyone's cell phones.



Success Factors

"Plans are of little importance, but planning is essential."

– Winston Churchill

Who Does What?



First 24 Hours

- Identify essential roles and ensure there's a backup for each.
- If someone is unavailable, who takes over?

The Team

	Lead	Backup	Team Members
Evaluate the Situation			
Physical Facility			
Aircraft			
Customer Service			
Communications/PR			



Success Factors

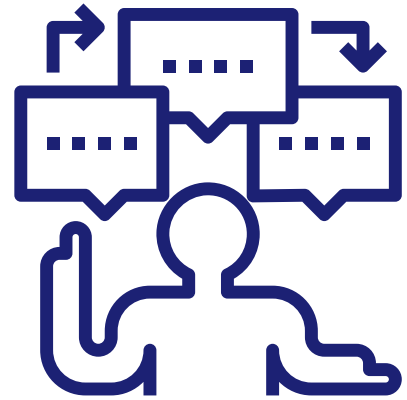
You really can't start too early!

Create this plan today, and revisit it quarterly or yearly.

Deploying Your Plan

The First 24 Hours

In your most likely and impactful scenario, what should happen in the first 24 hours?



	Step 1	Step 2	Step 3
PR Team			
Legal Advisors			
Technical Experts			
Facility			
Customer Service			



Success Factors

"Who's On First?"

A funny Abbott.& Costello sketch.

Not so funny as a Disaster Recovery Plan!

Dealing with the Press



Best practices for speaking with the media during a crisis

- Prepare generic statements for your Top Three scenarios and have them in your Disaster Recovery folder, ready to customize.
- Have one designated spokesperson, and a backup in case your primary spokesperson is unavailable.
- It helps to have good relationships with reporters BEFORE the disaster. Share your “good news” stories, help them do their job reporting on local or industry businesses.
- Don’t ignore the press. Be responsive but don’t volunteer any details that would raise more questions.



Success Factors

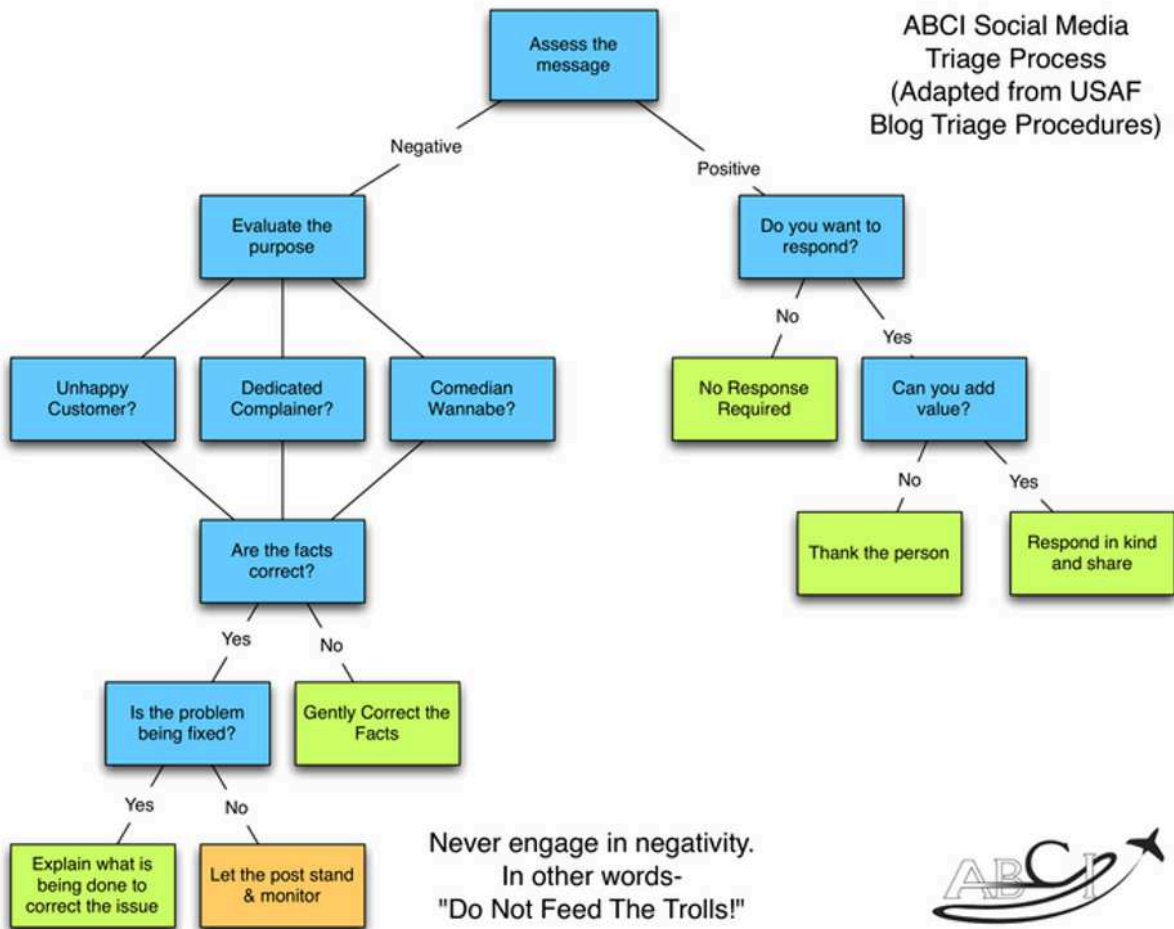
You and the press have an adversarial relationship in a crisis.
Their job is to make the most of the story. Your job is to make the least of it.
Or to make a “good news” story out of it
(which is MUCH easier if you already have good relationships with media contacts!)

Social Media



Deploy your prepared media quickly. Often the first person to tell a story has the most influence over what people actually believe; so get it out there BEFORE rumors develop.

You will get obnoxious comments. Be the grownup in the room.



Success Factors

Remember that you "lose face" if you lose your cool.

The Template



Take the time to complete the document ASAP, and review it with your team!

This is an easy thing to put off, but don't do it!



Success Factors

"Procrastination is like a credit card: it's a lot of fun until you get the bill!"

Christopher Parker