

## Assess

ICM conducts risk & vulnerability audit.

Study report is delivered to BayoTech, identifying issues that are most probable or potentially most damaging, if not well managed.



## Plan

ICM develops the crisis communications plan & action guides/playbooks, tools & templates. Integration into the *In Case of Crisis* platform happens alongside plan development.



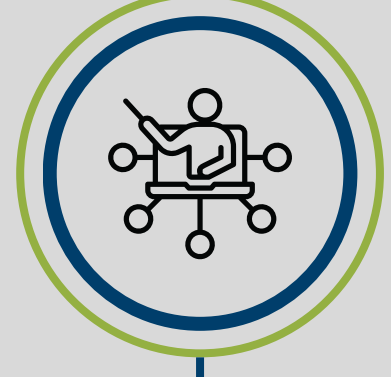
## Integrate & Test

Working with BayoTech & RockDove Solutions, the ICM crisis communication plan elements are loaded into the *In Case of Crisis* app and tested. ICM develops implementation training & tabletop exercises.



## Train

Implementation training is delivered on-site at BayoTech HQ or another pre-determined location. It includes tabletop exercises & introduction to the platform, as well as potential media training for key executives/spokespeople.



## Support

ICM is available 24/7 to provide crisis support for emerging issues & crises.

RockDove Solutions provides support to platform users & communications team as needed.

