



CRISIS COMMUNICATIONS PREPAREDNESS PROGRAM

The American Frozen Food Institute (AFFI) has negotiated discounted rates for its members to receive Crisis Communications Preparedness and Media Training Packages through Sound Counsel Crisis Communications LL. Fees for the following services are set by contract between AFFI and Sound Counsel.

Crisis Communications Preparedness

- Risk assessment and comprehensive crisis communications plan for your company under supervision from your assigned executive: **\$5,000***

Plan includes:

- Potentially damaging scenarios and checklists for effective responses
- Crisis readiness and communications best practices
- Chain of command recommendations
- Crisis communications team recommendations

- Annual audit of crisis communications plan: **\$1,500**

Media Training (optional)

- Media training session for one to two employees: **\$3,850**
- Media training session for three to five employees: **\$5,000**

Please check the boxes above to indicate which services you are interested in pursuing.

Participating AFFI member companies will be responsible for paying reasonable out-of-pocket expenses incurred by vendor. AFFI will review vendor expenses and will collect payment for services rendered.

Contact Name: _____

Company Name: _____

Telephone: _____

Email: _____

Please return interest form to AFFI Vice President of Communications Adrienne Seiling at aseiling@affi.com.

**Price assumes that vendor is performing a standard scope of work for AFFI members. Larger projects may be negotiated between our vendor Sound Counsel and your company. AFFI members may negotiate directly with Sound Counsel for extra services. These extra services may include scenario drills, assistance during an actual communications crisis or other communications services.*