

RESOLUTE[®]

STRATEGIC SERVICES

CyberER

PREVENTATIVE CARE. CRISIS TRIAGE. REPUTATION HEALTH.

Resolute CyberER is a cybersecurity crisis communications preparedness and response service.

Developed by a team of nationally respected crisis communications advisors, CyberER assists organizations in strategic communications and reputation management before, during and after significant cyber threats and incidents. Our team seamlessly collaborates with other cybersecurity specialists including insurance brokers and carriers, cyber attorneys and IT forensics firms.



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COMPREHENSIVE CYBERSECURITY REPUTATIONAL CARE

PRE-INCIDENT COMMUNICATIONS PREPARATION AND PLANNING

CyberER leads organizations through a comprehensive assessment process to prioritize risk, diagnose cybersecurity health, and identify opportunities to enhance incident response planning.

INCIDENT RESPONSE STRATEGIC COMMUNICATIONS

When a significant security event arises, CyberER guides organizational leadership through the decision-making and strategic communications processes to manage through operational, financial and reputation risks.

POST-INCIDENT REPUTATION RECOVERY

Following a serious incident, CyberER assists organizations in reputation recovery efforts in order to rebuild trust.

CyberER Includes

PREVENTATIVE CARE FOR BUSINESS: Pre-Incident Communications Preparation and Planning

RISK ASSESSMENTS

Assess organizations' unique data security & privacy risk profiles, and identify potential gaps and opportunities in communications preparedness in advance of serious issues

INCIDENT RESPONSE PLANNING

Develop customized incident response crisis communications plans and playbooks, including response team roles and responsibilities, communications response strategies, and scenario plans with tailored messaging and communications templates

CYBERSECURITY TRAINING

Build organizational muscle memory by designing and facilitating tabletop exercises and crisis simulations designed to test communications plans and processes, and identify areas for improvement

TRIAGE SERVICES FOR BUSINESS: Incident Response Strategic Communications and Post-Incident Reputation Recovery

COMMUNICATIONS RESPONSE STRATEGY

Developing inside-out crisis communications and reputation management strategies for security and privacy incidents

- Reputational and trust risk assessments
- Regulatory risk assessment and engagement
- Community relations and political risk assessment and mitigation
- Scenario planning
- Internal and external stakeholder mapping

MATERIAL DEVELOPMENT AND TRAINING

Preparing a comprehensive suite of communications materials and tools to enable timely and effective responses

- Incident Response Communications Playbook (communications protocols, media materials, Q&As, talking points, employee communications, regulator/elected official communications, call center materials, digital/social media guidance)
- Award-winning, in-house creative services, including microsite and web copy development, graphic design and video production
- Spokesperson message training/coaching

CRISIS COMMUNICATIONS SUPPORT

Providing rapid response counsel and support

- Strategic communications and issue management counsel
- Stakeholder engagement (e.g., regulators, elected officials, etc.)
- Media relations counsel and support
- Third-party expert identification and engagement
- Traditional media and social media monitoring and analytics

POST-INCIDENT REPUTATION RECOVERY

Evaluating incident impact and charting a path toward brand recovery

- Post-event assessment and analysis
- Reputation management and recovery
- Industry coalition building