

Rehearse the headline. *Own the response.*

FOR PR & CRISIS
MANAGEMENT AGENCIES
& REPUTATION SPECIALISTS

IR · 01

CRISIS SIMULATION PLATFORM

Put your spokespeople on camera *before* the crisis does.



Run truly immersive crisis simulations — with live, on-camera broadcast interviews mid-session — in minutes, not weeks, and under your own brand. A platform built for the agencies who turn a reputational moment into a rehearsed, controlled response.

WHITE-LABEL
READY

LIVE ON-CAMERA
INTERVIEWS

MULTIPLAYER · 7
ROLES

LONDON · EST 2024

V 1.0

§ THE OPPORTUNITY

Income from traditional media relations is in structural decline. Issues and crisis management is where the value has moved — retainers, board access and a seat at the table when the next big call is being made.

§ THE DOOR-OPENER

A simulation isn't just a billable engagement — it is the door into strategic messaging, executive positioning, ESG and reputation counsel. Walk in with the rehearsal; walk out with the next three retainers.

01

Their story, *under fire.*

Scenarios that mirror each client's brand, sector, stakeholders and regulators — with the headline, the journalist, the angle and the social pile-on all tuned to them. The CEO recognises their own organisation in the brief on slide one.

BESPOKE · PER CLIENT

02

A newsroom in *minutes.*

Drop in the client profile and hit generate. The platform builds the full theatre — inject timeline, holding statements, journalist briefs, MCQ quizzes, tutorial slides, training videos — in the time it takes to make a coffee.

FROM BRIEF TO READY

03

Nine categories. *100+ examples.*

A library spanning the full reputational surface — product recall, data breach, ESG misstep, executive misconduct, supply-chain failure, hostile takeover and beyond — with over a hundred worked examples to fork from.

FORK & TAILOR

04

The live *on-* *camera* moment.

Up to seven exec roles playing concurrently. Real-time host dashboard, red-team and support-team requests, panic button — and live broadcast TV interviews delivered on camera mid-session. No other platform does this.

THE DEFINING MOMENT

§ HOW PR & CRISIS AGENCIES USE IT

A platform built for the agencies that *own the narrative.*

SIX WAYS
AGENCIES RUN IT
UNDER THEIR OWN BRAND

01 · Generate

A bespoke newsroom in *minutes.*

Brief the platform with your client's brand, sector, stakeholders, regulators and headline reputational risks. It returns a complete scenario – brief, simulated message threads, holding statements, MCQ quizzes, tutorial slides and a video plan – ready to host. Edit the XLSX and reupload to layer your own framing on top.

02 · Library

A library to *fork* from.

Nine reputational-risk categories and over a hundred worked examples – recall, breach, ESG, exec misconduct, supply chain, hostile media. Spin one up, swap in the client's details, and you are ten minutes away from a polished engagement brief.

03 · Multiplayer

The full *response team, live.*

Host a live session with up to seven concurrent exec roles – CEO, CFO, CIO, CISO, CLO, CMO, PRO. A real-time host dashboard exposes per-role metric dials, red-team and support-team routing, and pause/resume controls so you can intervene without breaking immersion.

04 · The Moment

The immersive broadcast TV *experience.*

This is your category, productised. Mid-scenario, the executive on the spot finds themselves on camera with a journalist – in real time. The exec sees themselves on screen, the camera light comes on, the interview happens, and the rest of the team has to scramble in parallel. It is the moment your client remembers – and the one you will be paid to rehearse again next quarter.

05 · Tokens

Spokesperson tokens for the *C-suite.*

Issue per-client single-player tokens so the CEO, the CMO or the board chair can run a version of the scenario any time – before a results call, before a regulator submission, before a journalist sits down. Continuous on-camera readiness, evidenced at every touch.

06 · White-label

White-label as *your own.*

Run the platform under your own brand – with your logo, your learning materials and your strategic direction. The client experiences a polished simulation built by you; the engine just happens to be ours. Available on the partner tier and bundled into the pricing.

PARTNER PRICING

Rehearse the headline. Control the response. *Win the retainer.*

Fifteen minutes is all we need to show you the host dashboard, the unique immersive live-TV experience, and walk through how it would work for you.

BOOK 15 MINUTES →

CALENDLY.COM/BILL-MEW/15MIN