



# *It Could Be YOU!*

## *Developing a Proactive Crisis Management Strategy*

*Presented by Bob Crescenzo of Lancer Insurance, Jeff Greene of Greene  
Worldwide Transportation, and David Harrison of  
EVINS Communications*

*Moderated by Jason Sharenow of Broadway Elite WW*

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# What Constitutes a Crisis?



**Accidents/Fatalities**



**Natural Disasters**



**Tech/Hacking**



**Staff Issues/Workplace  
Violence**

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# An Operator's Experience With Crisis

**Jeff Greene**  
Founder/President  
Atlanta, GA



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# Before a Crisis

- Operational Organization and Action Plan
- Knowing Roles and Responsibilities
- Liability and Protection Plan for Your Business

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# During a Crisis

- Communications: Stop, Look, and Listen
- Engage Insurance Claims Department Immediately

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# After a Crisis

- Review of Crisis & Key Learning for the Future
- Managing the Flow of Information (Internally and Externally)

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