

# Crisis Containment



**Comprehensive Liability includes cover for up to £100,000 of professional PR consultancy services to help businesses communicate clearly and professionally in a crisis. The most sensitive time is right at the beginning and the more devastating the event, the more that the media, customers, suppliers, staff or police may want to know and so cover is provided up to 30 days after a crisis event strikes.**

Crisis Containment cover is triggered by any event covered by Comprehensive Liability that can cause bad publicity or have a financial impact on the business. Professional PR consultancy can help businesses deliver clear, consistent and professional communications at a testing and stressful time, when the business and its staff may be under intense scrutiny.

Possible communications support may include:

- Advice on communication strategies and positioning of messages
- Specific tactical support, e.g. drafting press releases, messages to customers
- Preparing managers for interviews with press, or regulators
- Internal communications to staff Crisis Containment is included automatically in Comprehensive Liability and is subject to 20% policyholder coinsurance.

Note: Crisis Containment is described here as an additional service for Public and Products liability policyholders, which is where the majority of covered incidents may be expected. However injuries to employees may also place the business in crisis and so Crisis Containment is included for all Comprehensive Liability employers' liability policyholders as well.