



When Disaster Strikes: Crisis Management for the Bar

CREATING A CRISIS MANAGEMENT PLAN FOR YOUR BAR IN 6 STEPS

1. **Identify Stakeholders:** Stakeholders are those that have an interest in your bar – your members, the public, lawyers, the judiciary, etc. Identify who these people are and how to communicate with them prior to a crisis happening.



2. **Communicate with Influencers:** Influencers are those who can help you get your message out – bar leaders, community leaders, etc. Reach out to them before a crisis hits so you've already got them on board with your bar and your message.



3. **Identify Potential Risks:** Natural disasters, man-made issues, criminal activities, etc. Think about anything and everything that could happen at your bar.

4. **Always be Monitoring:** A crisis can hit on any day, from anywhere. Be prepared not only of what could happen, but continue to maintain and update the stakeholders and influencers at your bar.

5. **Create Messaging Platforms:** Consider setting up “dummy” pages on your website, with information about what to do, who to contact, notifications, etc., so that when a crisis happens, you can easily take these pages live – be prepared, not panicked.

6. **Test, Review, Modify:** Once you've created your plan, don't let it sit on a shelf. Review it annually, test it out with key staff and volunteers, and make necessary updates.

