



# Accelerating economic recovery and resiliency after a crisis

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Crisis Communications Conference

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# My Story





# Types of Disasters

Natural



Man-made



Technological



Crises & disasters damage your economy and scare business away.

It can take YEARS to recover.

# Cost of Disasters

## 10 COSTLIEST NATURAL DISASTERS IN CANADA

Fort McMurray



EVENT	LOCATION	DATE	LOSS*
Windstorm/thunderstorm	Southern Alberta	June 2013	\$1,827M
Icestorm	Southern Quebec/eastern Ontario	Jan. 1998	\$1,574M
Windstorm/thunderstorm	Toronto, southern Ontario	July 2013	\$1,000M
Fire	Slave Lake, Alberta	May 2011	\$742M
Windstorm/rainstorm	Ontario	Aug. 2005	\$625M
Windstorm/thunderstorm	Alberta	Aug. 2014	\$569M
Windstorm/thunderstorm	Calgary and region	Aug. 2012	\$562M
Wind/thunderstorm	Calgary/southern Alberta	July 2010	\$530M
Windstorm	Calgary	Aug. 2009	\$376M
Hailstorm	Calgary	Sept. 1991	\$363M

\*Loss and loss adjustment expense. Not adjusted for inflation.

SOURCE: STANDARD AND POOR'S

NATIONAL POST

\*reflects insurable loss, not overall cost





# Disaster Trivia

How much do you know?



# What happened on this date?

June 30, 1912

Regina Cyclone



# What happened on this date?

July 31, 1987

Black Friday



# What happened on this date?

1988

North American  
Drought





# What happened on this date?

January 6, 1998

Great Ice Storm



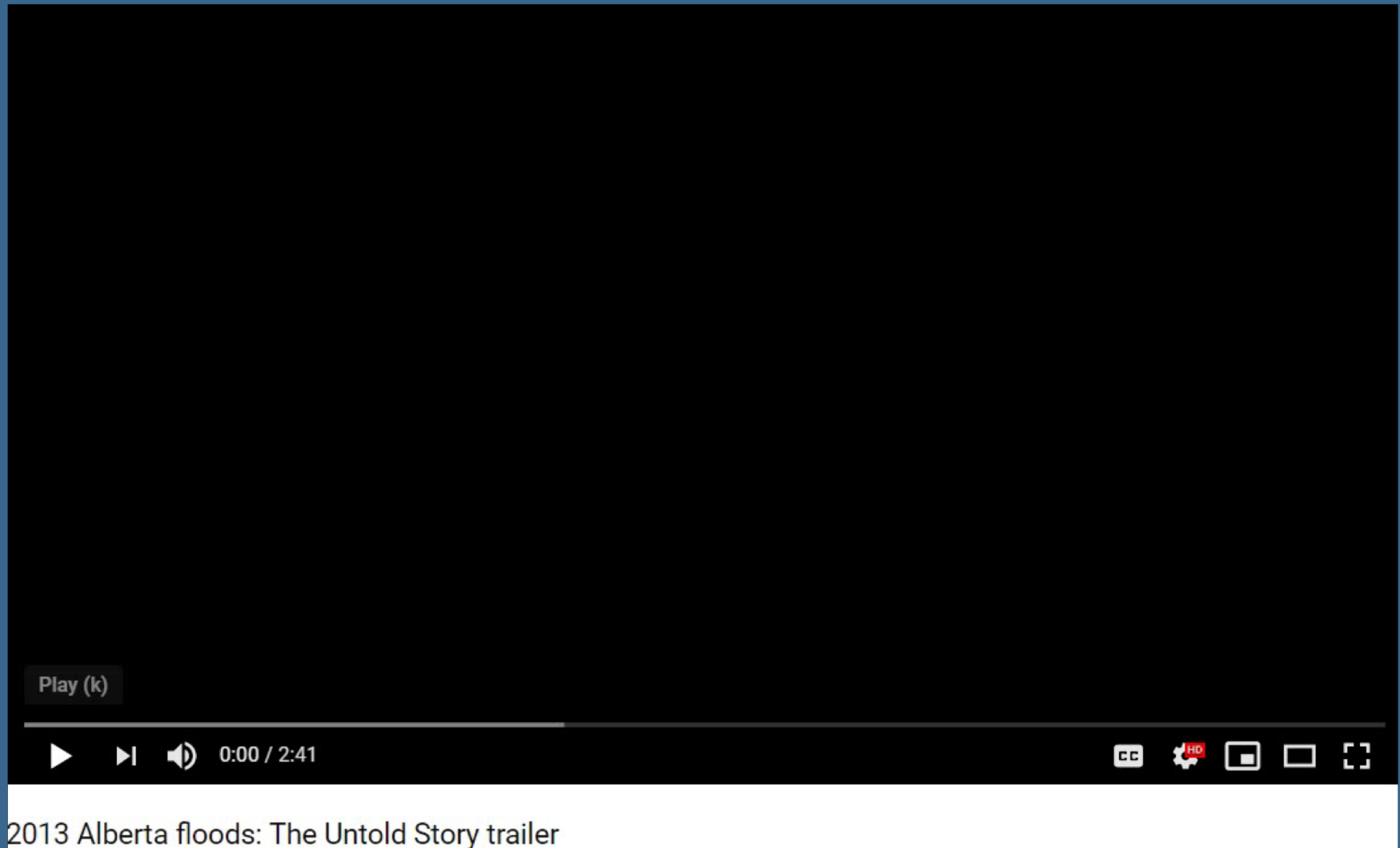
# What happened on this date?

June 15, 2011

Stanley Cup Riots



# June 2013





# Classic communication blunders

# Deepwater Horizon Explosion: 2010

“I want my life  
back”

Tony Hayward, CEO



# Costa Concordia: 2012



When in doubt, save yourself.



# Puerto Rico: 2017

## What's going on?



**Donald J. Trump** ✓  
@realDonaldTrump



3000 people did not die in the two hurricanes that hit Puerto Rico. When I left the Island, AFTER the storm had hit, they had anywhere from 6 to 18 deaths. As time went by it did not go up by much. Then, a long time later, they started to report really large numbers, like 3000...

# Hawaii: 2018

## Fake News 101





# California Wildfires: 2017



## Lack of Trust



# Case Study: Fort McMurray

# Fort McMurray 2016



# The Incident



- Wildfire displaces almost 90,000 residents, and destroys 1595 structures.
- Most costly disaster in Canadian history.
- Businesses devastated.
- What do they need?





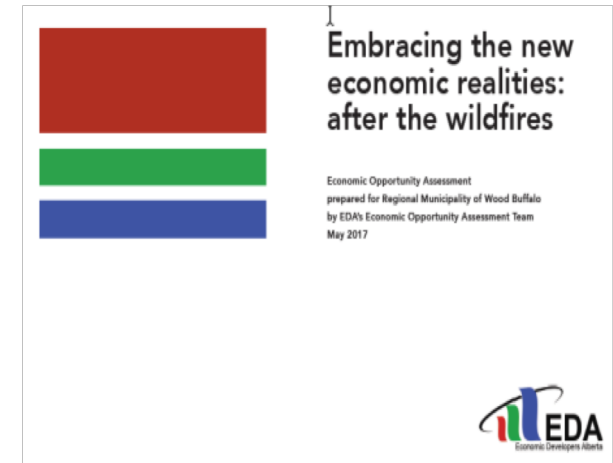
**RELIEF**  
GET BACK TO BUSINESS

## The Response

- Business and Economic Recovery Plan
- Wood Buffalo Business Recovery Hotline
- Business Resource Centre
- Additional Small Business Grants

# The Response

- Technical Team
  - Third party perspective
  - Week of stakeholder meetings
  - 200+ interviews
  - 50+ business and economic recovery recommendations
  - Available at [www.edaalberta.ca](http://www.edaalberta.ca)



# Common Challenges



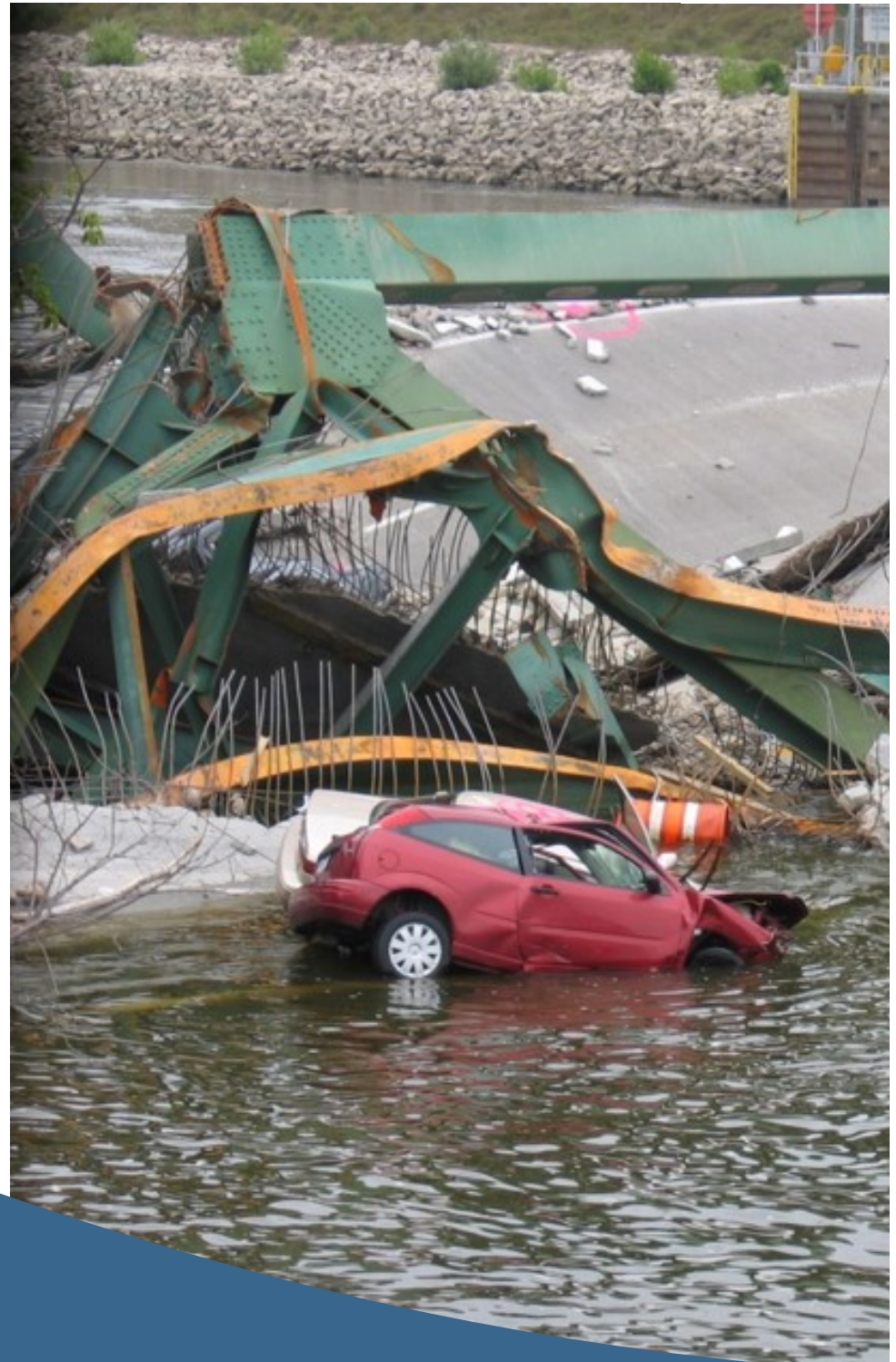


Challenges

| Who's on first?

# Challenges

Vulnerabilities  
you didn't  
know you had



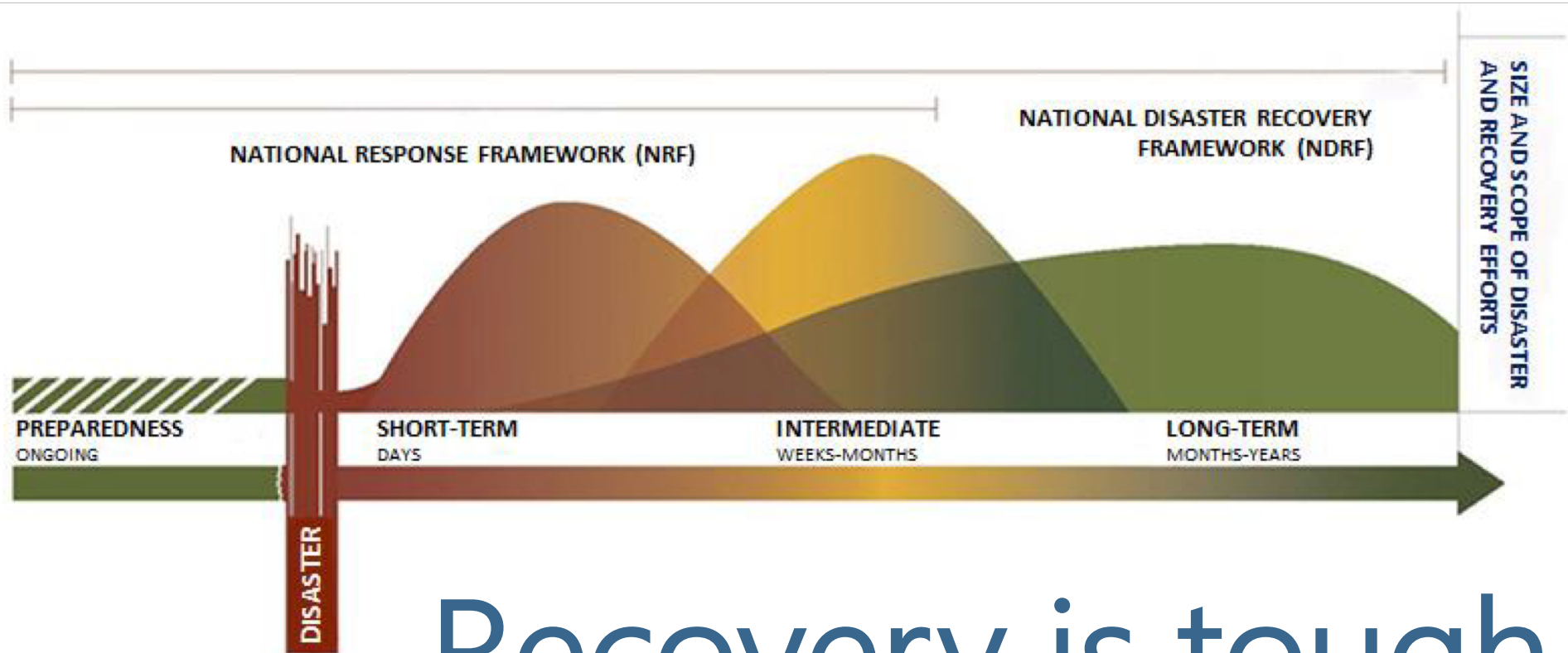
# Challenges

Navigating  
government  
programs





# Challenges



Recovery is tough

# Challenges

## Mental Health



# Challenges

Supporting  
and retaining  
businesses  
**BEFORE** they  
fail

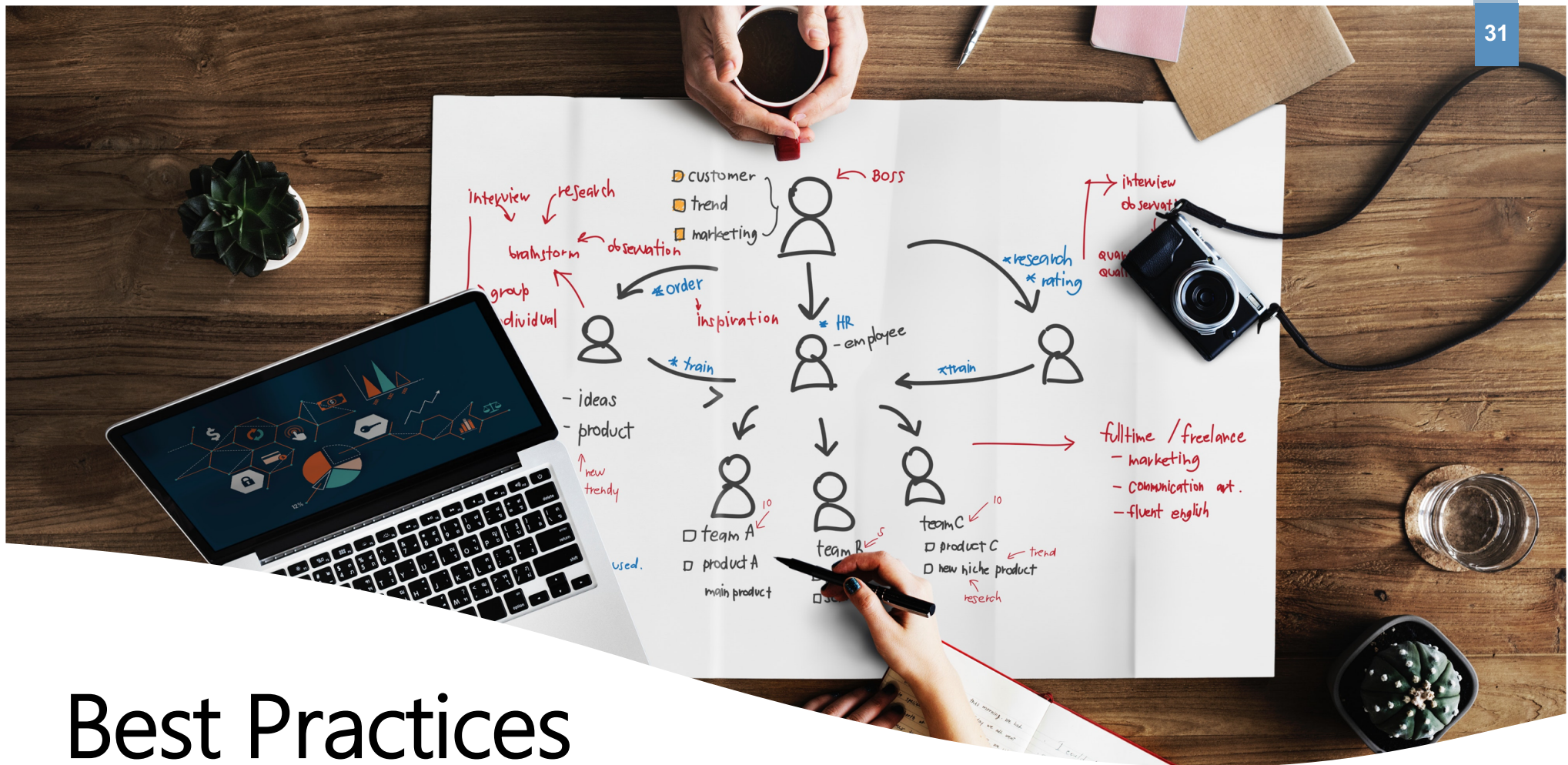




# Challenges

## Communication!





## Best Practices

# Have a plan



# Best Practices



Be honest, consistent and timely



# Best Practices

Choose diverse  
media  
channels

## 2018 *This Is What Happens In An Internet Minute*



# Best Practices

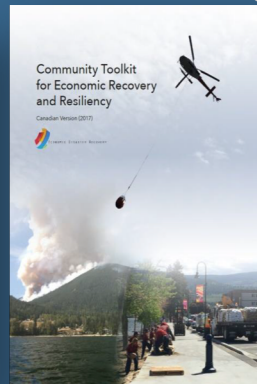


Consider business  
and tourism  
audiences too!

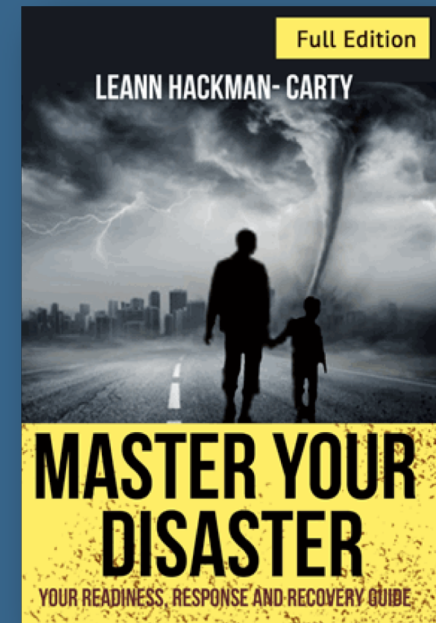


# Best Practice: Don't Reinvent the Wheel

[www.edaalberta.ca](http://www.edaalberta.ca)



[www.MasterYourDisaster.ca](http://www.MasterYourDisaster.ca)



[www.isdus.org](http://www.isdus.org)



**Institute for  
Sustainable Development**

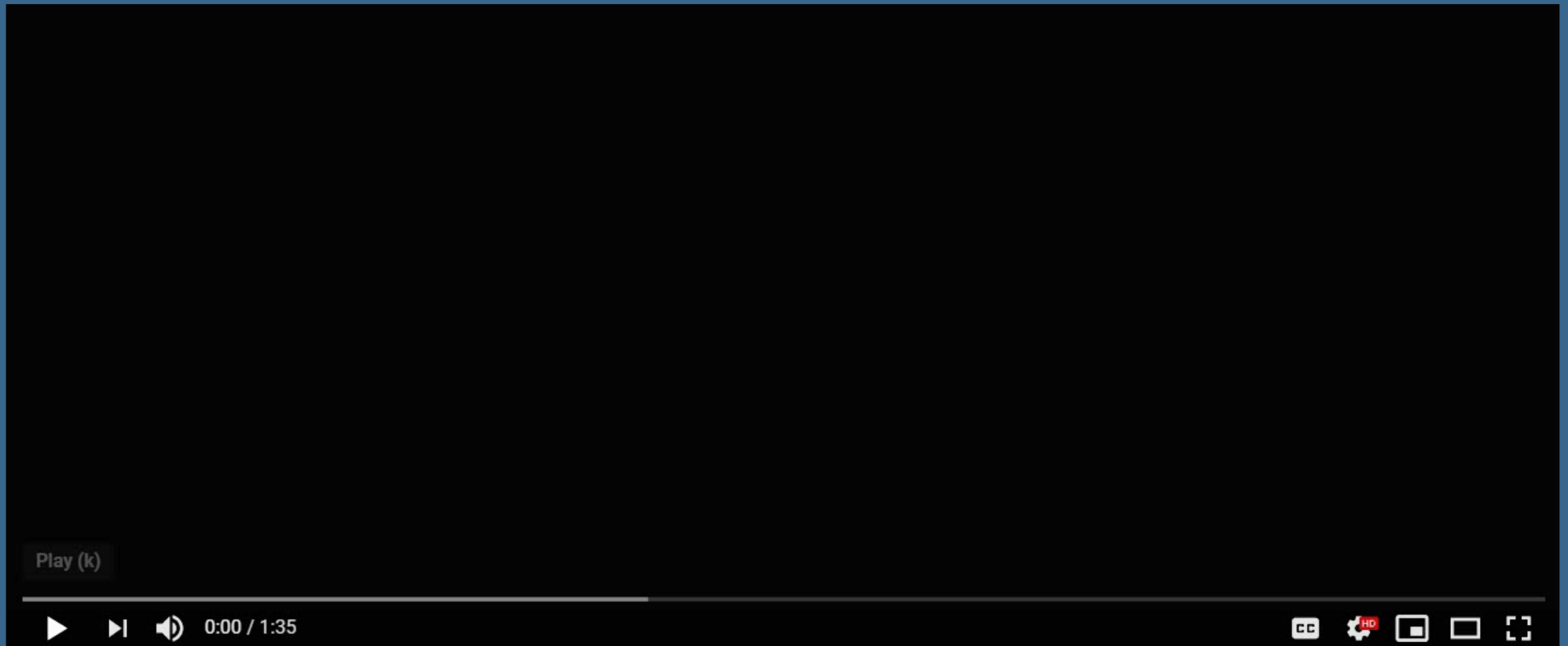


# Closing

- Recovery is tough
- Have a plan
- Don't be the next classic communications blunder!
- Don't reinvent the wheel
- Foster resilience- withstand, recover and avoid



# About Resilience





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