

PRESS RELEASE

Hotel Security and Communications Veterans Launch Crisis Management Practice

Their Integrated Approach Addresses Threats and Provides Training to Minimize Business Impact

NEW YORK (Sept. 7, 2018) – Hotel security and communications veterans have joined forces to create a consulting group that specializes in crisis management strategies designed to mitigate threats, including natural and man-made disasters, criminal activity, lawsuits and computer hacking, among others.

The Crisis Consulting Group represents two distinct teams – security operatives and communications experts – whose proactive and integrated approach is designed to provide defense in depth to clients before disasters strike.

Principals include Paul Frederick and Kevin Belligiere, who joined forces in late 2017 to form Hospitality Security Advisors, LLC, a safety and security firm. They are combining forces with David Trumble, Jeri Clausing, Rich Roberts and Kathryn Potter, who recently formed The Crisis Communications Company.

“Throughout my decades of experience as a security and safety executive, I have found a chronic lack of coordination among critical operatives within an enterprise during a crisis,” said Frederick. “Where minutes often count in a situation that could threaten the safety of people, it is essential that every company have a well-thought-out process, backed by proper training of personnel and supported by key decision-makers.

“We work with clients willing to invest time and resources before a crisis strikes. Preparation makes the difference, not only in the damage-control process but also in minimizing long-term damage that can linger due to the lack of a swift and proactive response.”

Belligiere added that experience gained through directing security operations for the two largest hotels in Manhattan, along with taking the lead during disasters such as 9/11 and Hurricane Sandy, have led to the adoption and implementation of industry best practices.

Crisis Consultants Group begins the process by meeting with executive teams to conduct an in-depth risk assessment to identify inherent risks and review existing security and crisis plans. From there, streamlined protocols are formulated and supported by training, executive media coaching, development of messaging and establishing communications channels to key constituents and backed by ongoing media monitoring and crisis recovery programming as needed.

“With the myriad of crises that daily threaten the hospitality industry, ranging from natural disasters to cyber security and lawsuits, a comprehensive and actionable crisis management plan should be a

top priority for every chief executive,” said Trumble. “Not only is a sound crisis plan essential but, when executed properly, it is the protector of a company’s reputation.”

For more information and to schedule an introductory meeting, contact Paul Frederick at paul@crisisconsultantsgroup.com or David Trumble at david@crisisconsultantsgroup.com.