

# Global PR crisis team formed

The Worldcom Public Relations Group, one of the world's largest networks of independently-owned PR counselling firms, recently announced the creation of a Global Rapid Response Team, which brings together senior PR professionals from around the world to help clients manage during crisis. In the EMEA region, the Worldcom Communication Crisis Team has experts located in London, Moscow, Warsaw, Düsseldorf, Johannesburg and Istanbul.

"When a crisis strikes, events happen quickly and clients need expert advice to deal with the situation as it unfolds," says Diego Biasi, chairman of Worldcom PR Group EMEA.

"The Rapid Response Team can count on specialists spread all over the 25 EMEA member agencies with the experience, knowledge and skills to act quickly and guide clients through difficult and sometimes threatening circumstances. The close co-operation among our experts enables them to bridge cultural gaps and appreciate local conditions without losing sight of the global picture. Today, when events anywhere in the world can have dramatic ramifications for a company, such flexibility and responsiveness is vital in handling a crisis."

If a company has a major crisis or an issue in a foreign country that threatens its reputation or its ability to operate, executives are able to access communications experts on the ground in a moment's notice. One call to a Worldcom PR Group partner on the Rapid Response Team and the executive suite can have seasoned communications professionals on the job immediately who know the country and the culture to meet the company's unique needs and to protect its reputation at home and abroad.

The Worldcom PR Group response team is on call 24/7, ready to pull together senior communication counsels and strategists to address challenges and threats facing clients during a crisis or controversy. Emergencies could include product tampering and product recalls or failures, as well as civic conflicts, natural disasters, special interest group attacks or hostile takeovers.

The Worldcom Public Relations Group is represented in South Africa by BlackRock Worldcom. The agency is presently engaged in the issue management of the Fidentia scam on behalf of the Transport Education and Training Authority.