

firebell: How it works and what a drill looks like

← PLAN → × BUILD → ← EXECUTE → ← EVALUATE →



We work with you to **DEFINE THE CRISIS** for the drill



We replicate **WORKING VERSIONS OF YOUR SOCIAL CHANNELS** for you to use during the drill



We research and replicate profiles of **ACTIVISTS, ANTAGONISTS, ADVOCATES** and **MEDIA** for Weber Shandwick to use during the drill



The crisis ignites into **A REAL-TIME DIALOGUE**, exposing you to challenging posts, tweets, news articles and videos as you witness the immediate implications of your responses (or non-responses)



We deliver a **DETAILED ANALYSIS** of what worked and what vulnerabilities you should address in preparation for a social media crisis

← PRE-DRILL 2-6 WEEKS → DRILL 3-4 HOURS → POST-DRILL 1 WEEK →



MODERATOR
Weber Shandwick crisis expert who guides the simulation and discussions



CLIENT CRISIS TEAM
core players invested in corporate or brand reputation



FIREBELL STRATEGIST
role -playing as more than 100 antagonists, advocates and media influencers; driving pre-determined crisis scenario and respond with real-time interaction to clients posts



FIREBELL COMPUTER
controls the replicated social channels and content during drill



CLIENT COMPUTER
using replicas of your social channels, here you respond in real-time to scenario and conversations as they play out during the drill