



Crisis Communications Preparedness Interest Form

The American Frozen Food Institute (AFFI) has negotiated discounted rates for its members to receive Crisis Communications Preparedness and Media Training packages through Sound Counsel Crisis Communications LLC. Fees for the following services are set by contract between AFFI and Sound Counsel.

Crisis Communications Preparedness

- Conduct risk assessment and develop comprehensive crisis communications plan under supervision from assigned executive: **\$5,000***

Plan includes:

- Potentially damaging scenarios and checklists for effective responses
- Crisis readiness and communications best practices
- Chain of command recommendations
- Crisis communications team recommendations

- Annual audit of crisis communications plan: **\$1,500**

Media Training (optional)

- Conduct media training sessions for 1-2 employees: **\$3,850**
- Media training for each additional group of 3-5 employees: **\$5,000**

**Price assumes that vendor is performing a standard scope of work for AFFI member companies. Scaled pricing for larger projects may be negotiated between Sound Counsel and AFFI member. AFFI member companies may negotiate directly with Sound Counsel for additional services. Additional services may include scenario drills, assistance during an actual communications crisis and other communications services.*

Participating AFFI member companies will be responsible for paying reasonable out-of-pocket expenses incurred by vendor. AFFI will review vendor expenses and will collect payment for services rendered.

Please indicate which services you are interested in pursuing:

- Crisis Communications Preparedness Media Training

Contact Name: _____

Company Name: _____

Telephone number: _____

Email address: _____

Please return interest form to:

American Frozen Food Institute
Attn: Corey Henry
2000 Corporate Ridge, Suite 1000
McLean, VA 22102

You may also return by fax or email to:
Corey Henry
fax: (703) 821-1350
chenry@affi.com