**MASTER EVENTS LIST**

**Reputational Crisis 1.3 - Reputation-SxTSL-1.0-U**

04/02/2021 14:00:25

# Reputational Crisis

| Serial | Timing | Event | Description | Discussion | Responsible | Tasks & Data |
| --- | --- | --- | --- | --- | --- | --- |
| 1 | 0900 - 0910 | Establish business as usual | Publish social media from company and customers.Open channels for:\* twitter\* facebook\* social map\* social watch\* company article websiteStart pattern of life for gossip and customers happy | Allow players to become familiar with the environment and how business as usual looks.There's a lot in this virtual environment before the exercise even gets going: social graph, sentiment analysis | RP |  |
| 2 | pre-Fairpath walkout | Spanish Workers to set the scene | Publish the google walkout that could be said to inspire others. | The idea here is just to set the mood/tone ahead of dealing with the issue first hand |  | * Need word doc with map
 |
| 3 | 0910-0915 | Employee sends email to CEO | CEO sends an email to player with the employee letter attached. What should we do?Several other emails arrive from other staff, this time with buttons so we can show quick polls. | Showcase email tagging and email organisation. | RP |  |
| 4 | 0915-0925 | It goes global quickly | Employees plan a walkout which is picked up by the press and escalates into a twitter storm |  |  |  |