

Riley | Mathewson |
Public Relations

Sentinel5

Protecting
REPUTATIONS

Managing
COMMUNICATIONS

Sentinel5

A tried and tested system that prepares for and manages stakeholder communications in situations which threaten or damage an organisation's reputation and relationships with stakeholders

Why Sentinel5?

Organisations face a myriad of challenges in managing their stakeholder relationships. Not the least of these are issues and incidents with the potential to damage businesses' standing and reputation with stakeholders or result in unwarranted changes or costs to business activities.

Managing communications by the seat-of-your-pants is a thing of the past. You need a solution that is robust and repeatable. A process that equips executives and professional communicators with the ability to tailor and implement an effective strategic communications approach.

Riley Mathewson's experience in working with numerous private and public sector organisations has led us to develop the Sentinel5 System. This modular program has provided organisations with the ability to quickly and effectively respond to a breadth of issues and incidents. Once Sentinel5 has been used within the organisation, it encourages processes to help minimise future reputational impacts.

Sentinel5 provides users with a customised package of communications processes and tools that can be individualised and scaled to different adverse events.

Sentinel5 Delivers

Sentinel5 is a 5-phase process designed to achieve communications objectives when adverse circumstances arise.

- Preparing organisations and executives to manage stakeholder and public communications
- Enabling quick, efficient and consistent responses thus moving the management team more quickly towards the control and recovery phases
- Avoids time-wasting by providing adaptable communications processes and tools on demand

The Sentinel5 System can operate in both a stand-alone environment or can be integrated with the organisation's management and operational processes and procedures.

Note: The Sentinel5 System can be delivered as a single program package as well as individual modules.

DELIVERABLES



If you would like to know more about the Sentinel5 System please contact Clint Ford or Des Riley at Riley Mathewson Public Relations on 08 9381 2144.

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