

# Jetty provides modern crisis management tool

BY DAREN BEAUDO

CONOCOPHILLIPS RECENTLY REPLACED ITS CRISIS MANAGEMENT SOFTWARE WITH JETTY, A WEB PLATFORM THAT ENABLES TWO-WAY INTERACTION WITH STAKEHOLDERS VIA A MODERN AND SIMPLE INQUIRY ENVIRONMENT FOR ENGAGING AND POSTING WEB CONTENT.

During an actual event, a trained crisis management team would continuously update the website with the goal of reassuring the public and making it convenient for them to follow the company's response.

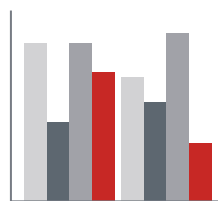
The initial response to stakeholders and the media sets the tone for how the company's handling of an incident is perceived, making it imperative for ConocoPhillips to develop clear, consistent messages and share them in a timely fashion. This helps the company maintain credibility with key audiences, including the media, employees, contractors, shareholders, government officials, community leaders, those affected by the incident and the general public. A website powered by Jetty is an effective way to manage this kind of information sharing.

The Investor Relations & Communications team has created several unpublished sites that are ready to go public

in the event of an emergency or crisis situation. The company also uses two internally accessible training sites to allow communicators and web designers to practice during scheduled training



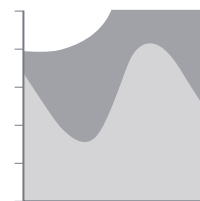
Inquiry Categories



Visits



Post Categories



Trending

events and on their own time.

When the website goes live following an event, visitors will find options to submit questions by filling out a series of registration fields. Communicators can respond directly to inquiries from individuals or groups of stakeholders with similar interests through the creation

of distribution lists to alert them to information of unique interest. Contact information remains on file in the website database and can be easily accessed if additional outreach is desired.

Jetty also helps in responding to daily media interest. Reporters looking to contact ConocoPhillips will find an inquiry link on the conocophillips.com site. Clicking the link and completing the form immediately places the inquiry into the system to be handled by media relations specialists in the company.

Jetty is owned by The Response Group, which provides other crisis services to ConocoPhillips, including common operating environment (COE) and

incident action plan (IAP) software. The COE, used both in the field at the incident management team level and by the crisis management support team, visually captures emergency response activities. The IAP database comprises action plans and details of activities executed by the entire crisis response organization. ■

## Jetty Enterprise Conversation Management System

The complete tool for communicating with your stakeholders

### Collect



### Collaborate



### Distribute

