



Effective Crisis Communication

ΕΛΛΗΝΙΚΗ ΑΝΑΠΤΥΞΙΑΚΗ ΤΡΑΠΕΖΑ



HELLENIC DEVELOPMENT BANK



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EUROPEAN ASSOCIATION OF GUARANTEE INSTITUTIONS

AECM Membership and Structure

AECM was established in 1992 to represent Guarantee Institutions across Europe. Currently, it unites 47 members from 32 countries, supporting 4.7 million SMEs with an outstanding guarantee volume of €207 billion.

Members

47 members from 32 countries, including public, private, and mixed ownership institutions.

Partners

6 partners, including the Euro-Mediterranean Guarantee Network (EMGN).

Working Groups

AECM facilitates best practice exchange through 2 Task Forces and 9 Working Groups, including Communication and Marketing.



HDB: Mission & Vision



Mission

To facilitate access to finance for enterprises of all sizes, create value for our shareholders and employees, and generate a positive economic, social, and environmental impact.

100% owned by Hellenic Republic.

National Promotional Institution authorized in providing leverage



Vision

Be a leading development institution that progressively amends market gaps and serves enterprises' needs to succeed while fostering a fair, inclusive, and sustainable environment.

Established in 2003 with its main goal to promote the sustainable and holistic development of the Greek economy

Key figures
Since 2019

€ 11,2 bn.
Approved
loans

75%
up to 10
employees

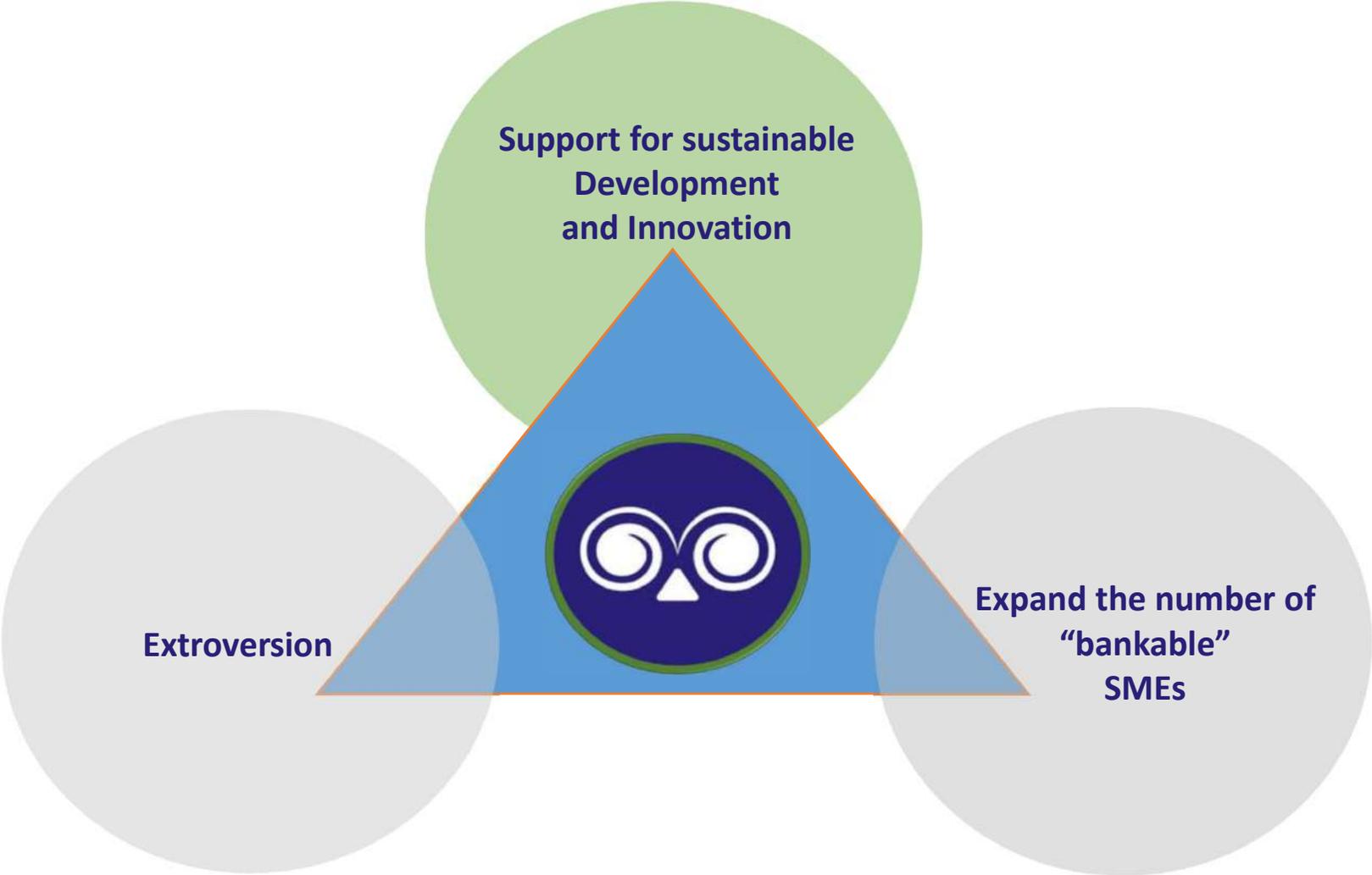
81%
up to EUR2 million
Turnover



GDP Contribution: € 8,5 bn.

Group of companies with 62% in Hellenic Development Bank of Investments (HDBI)

HDB Strategic Axes





Communication and Marketing Working Group is chaired by HDB

1

Leadership

Chaired by the CEO Ismini Papakirillou, with Maria Sarantopoulou as Deputy.

2

Activities

Organizes meetings, seminars, and training sessions for members.

3

Recent Event

Webinar on Crisis Communication

Crisis Communication Webinar Overview



1 Purpose

Highlight importance of effective crisis communication and develop successful strategies.

2 Topics Covered

Crisis planning, crafting impactful messaging, stakeholder engagement, and exploring technology solutions.

3 Speakers

Included European Commission Spokesperson and communication experts.

Example of the last webinar's visual

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Driving together

AECM Working Group of Communication and Marketing

The webinar will start with welcoming remarks by the Chairman & CEO of HDB as well as Chairman of this Working Group, George Zavvos

CRISIS COMMUNICATION

WEBINAR
11 JANUARY 2024
10.45-12.30 EET / 09.45-11.30 CET

Crisis Communication and the tools used to implement a dedicated strategy efficiently are constantly evolving. **Preparing** properly, **surviving** the crisis in progress, **easing** the effects and **learning** requires a solid preparation and good coordination together with the relevant skills.

In this webinar, the experts will help participants to get an in depth understanding of this topic, find effective ways of handling crisis issues, while sharing **tips and tricks!**

The webinar will be moderated by the Deputy Director of Communications & Public Affairs of HDB as well as Deputy Chairwoman of this Working Group, Maria Sarantopoulou

Daniel Sherridan Ferrie
EU Commission Spokesperson for: banking & financial services, taxation & customs; EU-UK Agreements; foresight, inter-institutional relations; democracy & demography

Dennis Larsen
Managing Partner at ReputationInc and Member of the BoD of the European Association of Communication Directors (EACD)

Andrea Greenhous
CEO of Vision2Voice
Communications and a top 10 influencer in internal communications globally

*The WG of Communication and Marketing is chaired by the CEO of HDB, Ismini Papakirillou

Key Insights from the Webinar: Planning and Messaging

☰ Pre-planning

Develop a structured crisis communication plan with clear roles and responsibilities.

📣 Effective Messaging

Craft clear, empathetic messages adapted to different stakeholders while maintaining transparency.

🔗 Transparency

Build trust through tactical transparency, strategically sharing information with stakeholders.



Key Insights: Engagement and Technology



Stakeholder Engagement

Build strong relationships with stakeholders, including public opinion, regulators, and media.



AI in Crisis Communication - **Our next webinar on 8 November!**

AI can help understand and identify issues early.



Case Studies

Real-world examples like BP crisis and Boeing crises provided valuable insights.

CRISIS

MANAGEMENT CENTER





Communication Highlights

Preparation

Crisis will occur. Be prepared!

Processes

Have clear information channels and know your stakeholders.

Respond

Address the who, when, and what of the crisis promptly.

Listening

Communication starts with listening to stakeholders and employees and understanding their concerns.

Involvement

Include communication team from the start, and align all teams with the crisis narrative.

Learn

Post-crisis, analyse responses and redesign strategies for future preparedness.

10 important tips to have in mind

- ✓ **A crisis will occur. Preparation is a must!**
- ✓ **Communication starts by listening.**
- ✓ **The 3 phrases crisis communication best practices should cover are:**
 - **Prepare: Expect the unexpected**
 - **Respond: Have a crisis communication plan to guide your response**
 - **Recover: Build resilience and restore order**
- ✓ **The main questions when a crisis occurs: Who? When? What?**
- ✓ **Important to have processes: including website with clear information, know your stakeholders, active social media accounts**
- ✓ **The communication team must be involved from the beginning**
- ✓ **Employees must be involved too and be aware of the narrative. All teams must be aligned. This requires a culture that supports and empowers its people!**
- ✓ **Listen to the outside world: The earlier you know, the better you can influence.**
- ✓ **AI is a useful tool to predict future crises.**
- ✓ **Post crisis: Evaluate. Don't take a break – Learn back and redesign.**

ALICE AWAD

Office, Event and Communication Manager
- AECM



Thank you!

MARIA SARANTOPOULOU

Deputy Director, Communication & Public Affairs
Division – HDB and Deputy Chair of the WG COMMS &
Marketing

