

STRATEGIC MARITIME CRISIS MANAGEMENT + BUSINESS CONTINUITY SERVICES



Over the last 35 years, Witt O'Brien's has worked hand-in-glove with our key shipping clients to provide vessel response planning, training, and incident management in the event of a maritime casualty. However, maritime casualties are not the only vulnerability facing our clients. Incidents such as a natural disaster, hijacking, political unrest, financial disruption, cyber or terrorist attack, or a public relations crisis can also damage a company's ability to function effectively and to maintain its reputation, brand and market position. These challenges are felt from the operational level through to the firm's executive leadership.

Witt O'Brien's is pleased to offer an array of preparedness services specifically developed to help our maritime clients' C-suite executives properly prepare for and respond to the many critical threats facing their organization when a crisis strikes. We work directly with the organization's key decision makers to ensure the continuity of business, by mitigating the impact on employee safety and retention, customer service and the needs of business stakeholders and the community. Our team of experienced professionals create custom-tailored crisis contingency solutions in accordance with industry best practices, as well as an extensive array of global standards including:

- BSI BS 11200:2014 & BSI PD CEN/TS 17091:2018 (Crisis Management)
- BSI ISO 22301 (Business Continuity)
- NIST Cyber Security Framework (Cyber Security)
- USCG NVIC 05-17 Guidelines

Further, we analyze and test organizations' existing resiliency plans to ensure they withstand even the most rigorous scrutiny and best protects the enterprise and its assets when catastrophe strikes. We audit the IT systems' strengths and vulnerabilities to cyber attack and provide improvement recommendations. Lastly, our media strategy/crisis communications team is poised to support our clients in preparing for and responding to crises and emergencies from planning to execution. We also offer expertise on how to seize leadership during an emergency, craft and convey messaging, and take the necessary actions to maintain our clients' positive public profile and long-term reputations.

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WE OFFER ANNUAL, SEMIANNUAL, AND ANYTIME AUDITS.

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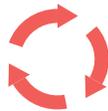
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CONTINGENCY PLANNING



- We measure and improve incident and crisis preparedness that may impact an organization's core functions, corporate reputation, employee/environmental health and safety, and business continuity that ranges from command and control to recovery.

BUSINESS CONTINUITY



- We ensure our clients' critical processes and functions recover quickly and cost effectively from strategic threats stemming from a catastrophic incident.

CRISIS COMMUNICATIONS



- We partner with our clients to ensure they are trained and prepared to assume leadership as a crisis occurs, to develop and deliver effective messaging and to protect their long-term reputation by conveying credibility and authenticity in all internal and external communications.

CYBER SECURITY



- We audit and assess an organization's cyber security policies, procedures and operational effectiveness to understand the system's resilience against cyber-attacks to reduce overall vulnerability, including ensuring solid U.S. Coast Guard guidance as found in the Facility Security Plans (FSPS).

CUSTOMIZED TRAINING



- We employ a 'train as you fight' concept to design a realistic, relevant training regimen for any or all specialty areas of a resiliency program. Our experts lead on or off-site custom training and exercises, including challenging scenarios that test knowledge. Further, we provide an introduction or refresher to Incident Command System (ICS), as is required by a number of charterers.

Resources:

- British Standards Institution: BSI PD CEN/TS 17091:2018; BSI ISO 22301; BSI 11200:2014
- USCG Incident Management Handbook and NVIC 05-17: <https://www.uscg.mil/mobile/>; <http://mariners.coastguard.dodlive.mil/2017/11/20/11202017-update-on-draft-nvic-05-17-guidelines-for-addressing-cyber-risks-at-mtsa-facilities/>
- NIST: <https://www.nist.gov/cyberframework/framework>