

When The Unthinkable Happens . . .



Will You Know What To Do ?

Aviation Emergency Response Training * Planning * Consulting

We Do All of the Work For You

- Provide Staff Development Training
- Facilitate The Initial Planning Meeting
- Develop Your Tailored GoPlan
- Facilitate Your Training Exercise
- Provide On-Site Accident Consultation
- Manage The Emergency Response Information System (ERIS)
- Update Your Plan Annually
- Provide Recurrent Training



It's every operator's worst nightmare. A crash with injuries and/or fatalities. Whether you are flying a fixed-wing aircraft or helicopter, have a large or small fleet, or are a corporate flight department, on-demand charter, air carrier, commercial air tour operator, flight school, medical evac/transport company, law enforcement agency, fire and rescue department, or fly for a multitude of other reasons, can anything be more devastating?

The trauma to you, your employees, and victims and their families can be overwhelming. You may think it won't happen to you but, each year the NTSB investigates more than 1,800 aviation accidents.

What will you do if the unexpected happens to you? How will you and your staff react? What can you expect from the NTSB? How will you participate as a "party" to the investigation? How will you comfort the families of those injured or worse? How will you take care of your employees? How will you deal with an unsympathetic news media relentlessly probing into every nook and cranny of your company? That's a lot to think about and it's only the start. How about your company's reputation -- the reputation you've spent years crafting? How will your customers react? How about your elected officials? Your Board? The community? Your neighbors? Your colleagues?

We provide practical, common-sense guidance in the areas of prevention, preparation, response and recovery. Our exclusive four-phase 14-step process works and will get you and your team fully prepared to handle the unthinkable.

We Do All of the Work For You
It's As Easy As 1-2-3

1 Professional staff development training in a program titled *Emergency Response 101*. This is a two-day course during which you and your team learn the value of having a comprehensive crisis management/emergency response plan (GOPlan) and how to put it into action, what to expect from the NTSB and how to be a "party" to an investigation, and how to work with and manage the news media to include how to conduct a news conference and how to be a polished and effective spokesperson which includes on-camera training in a variety of media scenarios.

2 Professional facilitation of your team planning session from which, working with your management team, we will construct a comprehensive GOPlan tailored to your specific operation. We will also facilitate your first training exercise to ensure that everyone knows their assignments and responsibilities and is on the same page the moment a crisis occurs.

3 We provide 24/7/365 Crisis Hotline and, in the event you are faced with a crisis situation, we will join your crisis response team at the accident site to provide expert guidance and consultation to include hands-on management of our exclusive Emergency Response Information System (ERIS).



Some of the Companies We Have Served



Acro Helipro
Airgreen (Italy)
Air Logistics
AirSure Ltd.
AirMed International
Austria Minister of Interior
Baldwin Aviation
BP American
Bristow Group
Canadian Helicopters, Ltd.
Civic Helicopters
Collier County Sheriff Department
Corporate America Aviation
Cougar Helicopters
Dallas Airmotive
Dynamic Aviation
Era Aviation
Erickson Air Crane
Executive Travel Air
Food Lion Flight Department
Grand Canyon Airlines
Green Bay County Rescue Services
Heli-1 Corporation
Helicopteros de Guatemala
HeliFlight Shares
Helifor Industries
Helinet Aviation Services
Henrico County (VA) Police Department
HeloAir
H.W. Farren
Integral Energy
JLT Aerospace North America
L.A. County Fire & Rescue
Liberty Helicopters
Lee County Medstar
Lowe's Aviation Department
Makani Kai Helicopters
Massachusetts State Police
Mercy Flight
Million Air/Salt Lake City
Papillon Helicopters
Pennsylvania State Police
Pinto Aviation
San Diego Fire & Rescue
San Joaquin Helicopters
SAS, Inc.
Saudi Aramco
Scenic Airlines
Sea Launch Company
Seminole County (FL) Fire Department
Silver State Helicopters
Skyline Helicopters
Summit Helicopters
Sundance Helicopters
Temsco
West Air
Western Area Power
Winthrop Harbor Police

What They Say About Our Services

Kirt Butz, Chief Pilot, Eagle 3 -- *"Coping With Crisis 101 is a great course and Steve does a magnificent job. Does it work? You bet it does. Just a few weeks after going through the program, our company suffered a fatal accident. Everything Steve said would happen did happen and fortunately, with his help, we were prepared. This is a terrific service and a must for every operator."*

Mark Slack, Scenic Airlines -- *"Steve did a terrific job of helping us understand how to deal with such a terrible situation. Thanks!"*

Capt. Humberto I. Cardounel, Jr., Henrico County Police -- *"A great service and training program especially for those relatively new to managing aviation programs."*

Frank Swisher, Chief Pilot, Erickson Air Crane -- *"Steve's CWC101 course and guidance should be an essential part of every flight department's training program. Steve came to our company headquarters and worked with more than 40 of our key staff. You are making a huge mistake if you don't take advantage of this program and services now!"*

Pat Day, Liberty Helicopters -- *"Steve did an excellent job. The information received will greatly benefit me and my company. I highly recommend this program."*

Bill Shoemaker, Lowe's Aviation Department -- *"Steve is an excellent presenter. His knowledge of this subject is extraordinary. This is an outstanding program."*

Michael McComb, Grand Canyon Airlines -- *"It's the training you never hope to use but have to have if the time comes. Great program. Very informative. Thanks."*

Rhonda Carraway, ERA Aviation -- *"This is a terrific service. Every operator should take advantage of Steve's unique expertise. Some day you may need to put into practice everything you learn from him."*

Jay Scarbo, AirSure -- *"This is an excellent program and will help us guide our clients in putting a plan in place. A wonderful tool for us to use as insurance brokers. A must for all of our clients."*

Jeffrey Tolbert, AirMed International -- *"This is a fantastic service and Steve does a terrific job of presenting the material. We put our senior staff through the program at our headquarters in Birmingham and the education everyone got is exceptional. Steve does a very professional job of walking you through the plan development process. I highly recommend this service to everyone in the air medical industry."*





Steve Bassett is chairman & CEO of The Communications Workshop, LLC. He is an instrument-rated pilot with more than three decades of aviation and communications experience. He was trained in aviation accident investigation and family disaster assistance by the National Transportation Safety Board (NTSB). He was also training in critical incident stress management by the International Critical Incident Stress Foundation. During his aviation career he served as senior vice president of the Aircraft Owners and Pilots Association (AOPA), executive vice president of Air Vegas Airlines, and president of the United States Air Tour Association (USATA) and has testified often before Congress. Prior to aviation, Steve was a network and major market television and radio sports broadcaster. He is a Vietnam veteran and served as a recon combat soldier with the 4th infantry and Americal Divisions.

The Communications Workshop, LLC provides full-service crisis management/ disaster response consulting which includes disaster response training, plan development, and on-site accident assistance. It also conducts training courses in improving internal communications in flight operations, media relations and public speaking.

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