

KETCHUM'S DISASTER 3D:

DISCOVER DESIGN DEPLOY

**BUILD A DISASTER RESPONSE PLAN THAT
CONNECTS TO YOUR SUSTAINABILITY,
SOCIAL IMPACT OR PURPOSE INITIATIVES**

In a world where natural disasters are the new normal and the private sector is routinely expected to lend its resources to disaster preparedness, relief and recovery, businesses must find the right balance – avoiding the appearance of capitalizing on loss while strengthening their bond with employees, customers, communities and other important stakeholders as they seek to help those in need.

Disaster 3D: Discover, Design, Deploy from Ketchum helps organizations create an approach and communications plan connecting their disaster support to and through their sustainability, social impact or purpose initiatives.

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