

# **BEST PRACTICE GUIDE**

## **FOR CRISIS MANAGEMENT**



**WYSE TRAVEL  
CONFEDERATION**

The Best Practice Guide for Crisis Management has been created by the WYSE Travel Confederation Cultural Exchange Working Group with the aim of sharing recommendations integral to helping organisations improve their crisis preparedness and the quality of their operational crisis management framework.

The Guide is particularly relevant for WYSE members and organisations that are active in the cultural exchange sector, such as programme sponsors, partner and host organisations and agents.

## Prior to Recruitment

- Establish an emergency helpline.
- Create and ensure a clear crisis framework.
- Share your framework with all collaborating parties.
- Ensure all collaborating parties have their own emergency framework.
- Include your crisis framework in your materials and orientations.
- Maintain the financial capability to meet the obligations and responsibilities for a successful program.
- Ensure health insurance coverage includes all crisis situations.
- Ensure clear and transparent refund policies and include these in your agreements.
- Create a chain of command based on RACSI to provide consistent messaging – responsible-accountable-consulted-supporting-informed.
- Ensure adequate staffing and sufficient support services are provided.
- Create a communication system for emotional support.
- Be familiar with available emergency housing options.
- Develop and build relationships with government agencies that can assist with communication, flights and housing.
- Develop an emergency app.
- Ensure all above tasks have been completed prior to recruitment.

## Participant Orientation

- Include a segment on managing expectations which might include possible scenarios (flight delays, missed transportation, loss of documents, natural disasters, testing positive for Covid, etc...).
- Reiterate that an exchange program can be emotionally challenging even during the best of times.
- Explain emergency communication procedures (What's app, Skype, surveys, etc...).
- Incorporate training on how to activate insurance.
- Encourage carrying insurance cards at all times.
- Gather and include any host specific natural disaster, terrorism and/or pandemic processes.
- Gather and include any country specific natural disaster, terrorism and/or pandemic processes.
- Include training on identifying factors that are out of the control of all parties (such as weather, government policies, etc) to help manage expectations.

- Include training on different levels of crisis: inconvenient (closed airspace) – direct immediate danger (hurricane) – major public health or safety issue (pandemic/civic unrest).
- Include recommendations on how to get emergency information from direct and reliable sources.
- Educate and prepare participants on how to get help off-line.
- Include a segment educating parents/guardians.
- Set expectations for response times and emergency vs. non-emergency protocols.
- Explain the refund policy.
- Reinforce messaging with multiple communications and orientations.

## Action Plan

- Be prepared to liaise with airlines directly and provide guidance.
- Ensure direct channels of communication (be cautious of large social groups that are difficult to control)
- Have access to host emergency protocols readily available (link to website per host which is updated in real time) or a copy of internal procedures per host.
- Have solutions in place ready to use with a triage system (for quick communication and prioritizing).
- Encourage embassies to post guidelines for its citizens during crisis situations.
- Remember to try and work collaboratively at all times.

## Future Community Collaboration

- Create a platform to share accurate information throughout the exchange community.
- Create a standard training workshop which could include repeated exercises and drills.
- Include a segment educating hosts.
- Include a segment educating parents/guardians.



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