



# Crisis Communication Plan

**OMELETE & CO**  
CAROLINA GONÇALVES

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## **Introduction**

As one of the leading entertainment organizations in Brazil, Omelete Company has built its reputation on providing exceptional experiences through our media platforms and renowned events like CCXP. In today's rapidly evolving, highly connected world, it's essential to be prepared for the unexpected. Whether it's a technical failure at a major event or a social media misstep, crises can arise at any moment, and how we respond determines the trust our audience places in us.

This Crisis Communication Plan is essential to maintaining the integrity of our brand and ensuring the safety of our audience, partners, and employees. It outlines clear procedures and strategies to manage crises swiftly and effectively. The plan serves as a vital tool to navigate through these potential challenges. By following this plan, we can mitigate potential damages, protect our brand, and maintain the trust we've built with our audience over the years. Being prepared, we can show our commitment to transparency, professionalism, and accountability.

Each member of Omelete Company has a role in ensuring that this plan is executed correctly and that we work together to navigate potential crises. Your attention, preparation, and action in times of need will safeguard the company's future and ensure that we continue to be leaders in the entertainment industry.

Let's work together to ensure that when challenges arise, we meet them with professionalism, clarity, and confidence. By doing so, we will not only overcome challenges but also continue to grow stronger as a company. The success of this plan depends on all of us.

**Pierre Mantovani**

CEO, Omelete Company

## Acknowledgments

**Pierre Mantovani, CEO** \_\_\_\_\_ Date \_\_\_\_\_

**Marcelo Forlani, Co-Founder** \_\_\_\_\_ Date \_\_\_\_\_

**Marcelo Hessel, Co-Founder** \_\_\_\_\_ Date \_\_\_\_\_

**Naj Allana, CFO** \_\_\_\_\_ Date \_\_\_\_\_

**Roberto Fabri, VP of Content and Brand** \_\_\_\_\_ Date \_\_\_\_\_

**Otávio Juliato, CCO** \_\_\_\_\_ Date \_\_\_\_\_

**Letícia Monteiro, CBO** \_\_\_\_\_ Date \_\_\_\_\_

**Fabio Reis, Head of New Business** \_\_\_\_\_ Date \_\_\_\_\_

## Crisis Inventory

Data breach	Computer hacking
Power outage	Flood/natural disaster
Guest Cancellations	Abuse/sexual harassment
Murder/Shooting	Kidnapping
False/scam tickets	Negative news/press
Food safety	Safety issues/Overcrowded

## Risk Analysis Graph

	Negligible	Minor	Moderate	Significant	Severe
Very Likely					Injuries/Death
Likely		Negative news/press			Food safety
Possible		False/scam tickets	Guest cancellations	Technical issues	
Unlikely					Flood/natural disaster
Very Unlikely					

## **Purpose and Objectives**

### **Purpose**

The purpose of this Crisis Communication Plan is to ensure Omelete Company is fully prepared to manage and mitigate any crisis that could disrupt the success of the Comic-Con Experience (CCXP) or damage the company's reputation.

- Maintain the safety of all attendees, staff, and partners during any CCXP event or crisis.
- Preserve trust with our audience by demonstrating transparency and accountability in our crisis response.
- Keep brand integrity by providing clear and consistent communication during crisis.
- Provide accurate, timely and transparent information to all parties involved.
- Minimize any financial or reputational damage to Omelete Company.

### **Objectives**

- Implement clear communication protocols to ensure that all team members, staffs and stakeholders are informed during crisis.
- Provide timely updates to the public and media via multiple channels (social media, press releases, website updates) to ensure real-time information and transparency during crisis.
- Identify and train spokespersons to represent the company during public statements and media inquiries.
- Develop partnerships with local authorities, emergency services, vendors, and venue management to keep responses of large-scale emergencies coordinate and control the safety of all.
- Review and update the crisis communication plan annually, incorporate new measures learned from incidents to improve future CCXP event responses.

## Crisis Team

Name	Role	Responsibilities
Pierre Mantovani	CEO	Responsible for the final decision and main supervisor of crisis management
Marcelo Forlani	Co-Founder	Assists in leadership decisions, manages communication with stakeholders
Marcelo Hessel	Co-Founder	Provides guidance on content strategy and oversees crisis-related editorial responses
Naj Allana	Chief Financial Officer (CFO)	Allocate resources for crisis management efforts, ensuring there are adequate funds for immediate crisis response actions
Roberto Fabri	VP of Content and Brand	Manages communication with media, public relations, and social media
Otávio Juliato	Chief Creative Officer (CCO)	Oversees event execution and creative elements during crises
Leticia Monteiro	Chief Business Officer (CBO)	Ensures business continuity and stakeholder engagement during crises
Diego Assis	Head of Content	Manages digital platforms and content communication

## Spokespersons

Name	Job Title	Contact Info	Crisis Type
<b>Pierre Mantovani</b>	CEO	pierre@omelete.com.br	Murder/Shooting/Kidnapping
Marcelo Forlani	Co-Founder	forlani@omelete.com.br	All crisis type
Marcelo Hessel	Co-Founder	hessel@omelete.com.br	All crisis type
Roberto Fabri	VP of Content and Brand	fabri@omelete.com.br	False scam/tickets/negative news/press/natural disaster
Otávio Juliato	CCO	juliato@omelete.com.br	All crisis type
Leticia Monteiro	CBO	monteiro@omelete.com.br	Data breach/guest cancellations/food safety/negative news/press
Diego Assis	Head of Content	assis@omelete.com.br	Safety issues/false scam/tickets/
Igor Esteves	Tech Lead	ioliveira@omelete.com.br	Power outage/data breach/computer hacking



## **Key Publics**

- Employees
- Staff
- Event Attendees
- Vendors
- Financial partners
- Partners/Stakeholders
- Local Authorities
- Emergency Services
- Investors
- Press/media
- Customers
- Online Community
- Legal representation

## Key Media

Media Outlet	Contact	E-mail	Phone Number
Folha de S. Paulo	Patricia Almeida	patricia.almeida@folha.com.br	(xx) xxxx-xxxx
G1	Andreia Souza	andreia.souza@g1.com.br	(xx) xxxx-xxxx
Estadão	Bruno Silva	bruno.silva@estadao.com.br	(xx) xxxx-xxxx
UOL	Mariana Costa	mariana.costa@uol.com.br	(xx) xxxx-xxxx
Rede Globo (TV)	Ana Lúcia Ramos	ana.ramos@redeglobo.com	(xx) xxxx-xxxx
Radio Disney	Carlos Almeida	carlos.almeida@radiodisney.com	(xx) xxxx-xxxx

## **Equipment List**

### **Emergency Communication Devices:**

- Walkie-talkies for team coordination
- Backup cell phones for critical personnel
- Satellite phones for natural disasters or major power outages
- Backup laptops and routers
- Camera and microphones for live statement

### **Backup Power Supply:**

- Portable generators
- Uninterruptible Power Supply (UPS) systems for critical equipment
- Battery banks for mobile devices

### **Signage:**

- Pre-printed and digital emergency signage (e.g., “Exit,” “Emergency Assistance Here”)
- Portable whiteboards for temporary instructions
- Emergency evacuation maps
- Flashlights and headlamps
- Safety whistles for crowd signaling

### **Cybersecurity tools:**

- Antivirus software
- Encrypted USB drives
- External hard drives

### **First Aid Kit:**

- Basic and advanced medical supplies
- Sanitation kits

## Crisis Type

### Chapter 1: Technical Failures

Technical failures, such as data breaches, computer hacking, or power outages, can disrupt the smooth operation of events like CCXP, impacting the attendee experience and potentially compromising sensitive information. In Brazil, The LGPD, or General Data Protection Law, came into effect since 2020, and we at Omelete Company aim to protect the data of our attendants and partners, and if any incident such as data breach occurs, we will take all measures necessary based on the law and protection of our clients and stakeholders. Omelete Company's response team will implement immediate technical support, activate backup systems, and coordinate with cybersecurity specialists to restore services and secure data integrity.

#### Research:

**Data breach:** event that results in confidential, private, protected, or sensitive information being exposed to a person not authorized to access it.

**LGPD:** General Data Protection Law. The Brazilian data protection law that sets guidelines for the collection, use, processing, and storage of personal data. Similar to the GDPR in the EU, it sets out principles and rules for data processing, aiming to protect personal data and provide transparency.

**Computer hacking:** the act of gaining unauthorized access to a computer system or network to steal, modify, or destroy data.

**Power outage:** when the electrical power goes out unexpectedly.

#### Response Timeline:

Time	Action	Sign Off
+15 min	Call with executive team and initiate protocol	
+30 min	Stand up crisis channels	
+1 hour	Internal statement drafted	
+2 hours	Check-in with executives	
+3 hours	Notify affected partners and stakeholders	

+6 hours	Post a statement on official channels	
+12 hours	Notify media and PR	
<24 hours	Provide updates	

### Key Publics:

Internal	External
Employees	Partners/Stakeholders
Staff	Investors
Legal representation	Event attendees

### Spokespersons:

Team/Name	Role	Responsibilities	Contact Info
Tech team	Crisis team	Technical support/crisis response	techteam@omelete.com.br
Financial team	Budget oversight	Allocate resources/manage budget	financial@omelete.com.br
Igor Esteves	Tech Lead	Resolution & cybersecurity lead	ioliveira@omelete.com.br
Otávio Juliato	CCO	Response and communication	juliato@omelete.com.br
Marcelo Forlani	Co-Founder	Response and communication	forlani@omelete.com.br
Marcelo Hessel	Co-Founder	Response and communication	hessel@omelete.com.br

### Key Messages:

- We apologize for the inconvenience. Our team is fully dedicated to resolve the situation as soon as we can.
- Today our company suffered a data breach, we have already communicated with everyone affected. Our priority is maintaining all information protected.
- We are committed to protect your data and at this moment, our team have activated backup systems to ensure safety. Thank you for understanding.
- We are doing our best to restore power faster, in the meantime, please follow the instructions of our employees. They are wearing green vest.

- We are experiencing a technical issue, and our team is working to resolve it as quickly as possible. Thank you for your patience.

## **Press Release:**

### **Omelete & Co Confirms Data Breach**

*São Paulo, Dec. 9, 2024 /PRNewswire/* -- Omelete & Co identified a data breach incident in the company database potentially affecting sensitive information of customers, partners, and stakeholders. The occurrence involves a vulnerability file about Comic-Con Experience and is being treated very seriously to prevent further access.

A full investigation is underway with the support of cybersecurity experts, and local authorities have been notified in compliance with the Brazilian General Data Protection Law (LGPD). Immediate steps have been taken to secure system and protect the company database.

Safeguard customers, partners and stakeholders' information's is essential to Omelete & Co as company. Omelete & Co is investing heavily in cybersecurity and will continue to do it. The learning from the incident will incorporate the company's guidelines to further strengthen in cyber defenses.

Affected individuals are encouraged to monitor their accounts for any suspicious activity. A dedicated helpline has been established to assist with questions and concerns: XXX-XXX-XXXX. Updates on this situation and steps being taken will be shared on the official website at [www.ccxp.com.br/press].

### **About Omelete & Co**

Omelete & Co is one of Brazil's leading entertainment organizations, known for producing world-class events as Comic-Con Experience (CCXP) and engaging millions of fans through innovative media platforms. Committed to delivering exceptional experiences, Omelete & Co combines creativity, technology, and storytelling to connect audiences with unforgettable moments.

Contact: xxxxxxxxx

E-mail: xxxxxxxxx

Phone: xxxxxxxxx

### **Web Statement:**

We are currently experiencing a technical issue affecting some of our services. Our team is working to resolve the problem as quickly as possible. For updates, please visit:

## Chapter 2: Guest Cancellations

Unexpected guest cancellations, whether due to scheduling conflicts or unforeseen emergencies, can disappoint attendees and affect the event's reputation. The crisis team will manage communications to affected audiences and coordinate with the VP of Content and Brand to arrange alternative experiences or compensatory engagements. Transparent updates on guest availability will be provided via official channels, reducing potential attendee dissatisfaction.

### Research:

**Unforeseen emergencies:** unexpected emergency.

### Response Timeline:

Time	Action	Sign Off
+15 min	Call with event/marketing team	
+30 min	Confirm reasons with canceled guest	
+1 hour	Check-in with marketing team for solutions	
+2 hours	Draft a public statement	
+3 hours	Update official event channels and attendees via e-mail	
+6 hours	Contact partners and stakeholders	
+12 hours	Share updates/compensations and solutions	
<24 hours	Monitor attendees feedback	

### Key Publics

Internal	External
Employees	Event Attendees
Staff	Partners/Stakeholders
Content team	Customers
	Online Community
	Press/Media

**Spokespersons:**

Team/Name	Role	Responsibilities	Contact Info
Marketing team	Crisis team	Manage public communication	mkteam@omelete.com.br
PR team	Management	Coordinate guest/staffs	prteam@omelete.com.br
Leticia Monteiro	CBO	Coordinate replacement/partnership	monteiro@omelete.com.br
Otávio Juliato	CCO	Response and communication	juliato@omelete.com.br
Marcelo Forlani	Co-Founder	Public announcements	forlani@omelete.com.br
Marcelo Hessel	Co-Founder	Public announcements	hessel@omelete.com.br

**Key messages:**

- A scheduled guest won't be able to join us due to unforeseen circumstances. We appreciate your understanding.
- We are very sorry due to the unexpected guest cancellation, and we are working to bring new and exciting content in their place.
- Thank you for your understanding. We are adjusting our schedule to keep the event great for everybody.
- Due the unexpected cancellation of the guest, our team is committed to maintaining the high level of the event for our audience.
- We are sorry for any disappointment, and we are adding a new guest to make sure you still enjoy an amazing event.

**Web Statement:**

Unfortunately, a scheduled guest will no longer be able to attend CCXP due to personal reasons. Don't worry—something awesome is coming your way! Check our website for updates:

<https://www.ccxp.com.br>



## Chapter 3: Injuries or Death

Injuries at major events like Comic-Con can happen in a variety of ways, whether caused by overcrowded, or in more severe cases, due to firearm accidents and even deaths. Omelete Company prioritizes a coordinated approach with local authorities, emergency services, and the CEO to ensure the immediate safety of all participants. High-risk scenarios will be met with emergency protocols, controlled evacuations if needed, and continuous communication from on-site spokespersons to keep attendees informed and calm.

### Research:

**Overcrowded:** a space filled beyond what is comfortable, safe, or desirable.

**Rhode Island Comic Con (RICC) Incident:** In 2014, RICC experienced severe overcrowding when attendance exceeded the Rhode Island Convention Center's maximum occupancy of 17,000, reaching over 20,000 attendees. This led to the fire marshal temporarily shutting down the event, leaving an estimated 1,500 or more attendees unable to enter.

### Response Timeline:

Time	Action	Sign Off
+15 min	Call with executive team	
+15 min	Notify local emergency service	
+30 min	Stand up crisis channels	
+1 hour	Internal statement drafted	
+2 hours	Check-in with executives on public statement	
+3 hours	Notify attendees/stakeholders about safety measures	
+3 hours	Actions taken on official channels	
+6 hours	Expressing empathy on updates	
+12 hours	Provide support for affected individuals	
<24 hours	Communicate with emergency services for follow-up	

## Key Publics

Internal	External
Employees	Event Attendees
Staff	Partners/Stakeholders
Legal team	Local Authorities
	Emergency services
	Press/Media

## Spokespersons:

Team/Name	Role	Responsibilities	Contact Info
Security team	Event Safety	Emergency protocols	security@omelete.com.br
HR team	Employee Assistance	Support affected employees	hrteam@omelete.com.br
Pierre Mantovani	CEO	Communication response	pierre@omelete.com.br
Diego Assis	Head of content	Manage digital updates	assis@omelete.com.br
Marcelo Forlani	Co-Founder	Public announcements	forlani@omelete.com.br
Marcelo Hessel	Co-Founder	Public announcements	hessel@omelete.com.br

## Key messages:

- We are deeply sorry. We are committed to support everyone who was affected.
- Our heart is with the families impacted. Our team is working with authorities to provide support.
- Please, maintain calm. We are working closely with local authorities to ensure everyone's safety and well-being.
- Our main concern is the well-being of all participants. We are here to offer any help needed.
- We are very sorry about what happened at the event. The safety of our attendants is a priority, we are already in contact with the affected family and will provide all the necessary support.

**Web Statement:**

An incident occurred at the event, and we are working closely with authorities to ensure everyone's safety. Our thoughts are with those affected, and updates will be shared at <https://www.ccxp.com.br/imprensa/>

## Chapter 4: Food Safety

Food safety is essential at large gatherings like CCXP to prevent health risks for attendees. Crisis team members will work closely with vendors to ensure compliance with health standards and respond immediately to any food-related incidents.

### Research:

**Foodborne Illnesses:** Diseases caused by consuming contaminated food or beverages, often due to improper storage, preparation, or handling of food. Common examples include salmonella, E. coli, and norovirus.

**Food Safety Standards:** Guidelines and regulations, such as Brazil's RDC 275 by ANVISA, require food vendors to maintain hygiene practices, proper storage temperatures, and regular equipment sanitization to ensure food safety.

**Xanadu Festival Incident (2022):** At a large music festival in São Paulo, over 200 attendees reported food poisoning after consuming improperly stored meals. This incident highlighted the importance of regular vendor inspections and real-time monitoring of food safety compliance during events.

### Response Timeline:

Time	Action	Sign Off
+15 min	Call with crisis team	
+30 min	Contact the food vendors and emergency services	
+1 hour	Internal statement drafted	
+2 hours	Notify attendees/partners and stakeholders	
+3 hours	Draft a public statement	
+6 hours	Post a statement on official channels	
+12 hours	Offer assistance and support to affected attendees	
<24 hours	Provide updates	

### Key Publics

Internal	External
Employees	Vendors
Staff	Partners/Stakeholders
Security team	Event Attendees
	Emergency services
	Press/Media

### Spokespersons:

Team/Name	Role	Responsibilities	Contact Info
Vendor Management Team	Event Safety	Coordinate issues	vendorteam@omelete.com.br
HR team	Support	Assist affected attendees	hrteam@omelete.com.br
PR team	Management	Coordinate event/public communication	prteam@omelete.com.br
Leticia Monteiro	CBO	Oversee vendors partnership	monteiro@omelete.com.br
Marcelo Forlani	Co-Founder	Public communication	forlani@omelete.com.br
Marcelo Hessel	Co-Founder	Public communication	hessel@omelete.com.br

### Key messages:

- Your safety is our priority. Our team is actively working with suppliers to resolve this situation.
- We are taking all measures to ensure the quality of the food served. Updates will be provided soon.
- Unfortunately, an issue has been identified with some food items. Please, contact one of our employees at the venue. We're resolving it quickly and providing safe alternatives.
- Your safety is our top priority. Our team is responding to a food-related concern, and we will keep you updated.
- Unfortunately, irregularities were found in the sale of food x during our event. Please see a doctor if you have consumed it. Contact us and we will provide you with all the support you need.
- To ensure everyone's well-being, we're reviewing food safety protocols with all vendors.

## **Press Release**

### **Omelete & Co Investigates E. Coli Contamination at CCXP**

*São Paulo, Dec. 9, 2024 /PRNewswire/* -- Omelete & Co confirms that an E. Coli contamination has been traced to \_\_\_\_\_ at the Comic-Con Experience (CCXP) event. Galaxy Burgers has suspended all operations at the event, and an investigation is underway in collaboration with local health authorities.

The health and safety of all attendees remain a top priority and immediate measures have been taken to address the situation. Health officials are closely monitoring the situation of those who got affected. Omelete & Co encourage individuals to seek medical attention if symptoms such as severe stomach cramps, diarrhea or vomiting occur.

Attendees who consumed food from Galaxy Burgers between December 4th and 8th at the CCXP event in São Paulo and are experience symptoms mentioned above can contact the company for assistance or more information. The helpline is available 24/7 to address concerns and provide support at XXX-XXX-XXXX.

Updates on this situation and steps being taken will be shared on the official website at [www.ccxp.com.br/press]. Omelete & Co remains fully committed to ensuring a safe and enjoyable event next year for all attendees.

### **About Omelete & Co**

Omelete & Co is one of Brazil's leading entertainment organizations, known for producing world-class events as Comic-Con Experience (CCXP) and engaging millions of fans through innovative media platforms. Committed to delivering exceptional experiences, Omelete & Co combines creativity, technology, and storytelling to connect audiences with unforgettable moments.

Contact: xxxxxxxx

E-mail: xxxxxxxx

Phone: xxxxxxxx

## **Web Statement**

We've spotted an issue with some food options and are already working to make things right. Your safety is our top priority! Check our website for updates:

<https://www.ccxp.com.br/imprensa/>

## Chapter 5: Media Miscommunication

Media miscommunication can quickly escalate, potentially leading to misinformation that impacts Omelete Company's credibility. The VP of Content and Brand will take immediate action to correct any erroneous information disseminated through social media, press releases, or other outlets.

### Research:

**Miscommunication:** the failure of clearly communicating the intended message or idea.

**Misinformation:** false or inaccurate information, especially that which is deliberately intended to deceive.

### Response Timeline:

Time	Action	Sign Off
+15 min	Call with crisis team	
+30 min	Identify the source of the miscommunication	
+1 hour	Draft an internal and external statement	
+2 hours	Accurate information and check-in with crisis team	
+3 hours	Post a statement on official channels	
+6 hours	Monitor feedback	
+12 hours	Provide updates	

### Key Publics

Internal	External
Employees	Press/Media
Staff	Partners/Stakeholders
Marketing team	Event Attendees
	Customers

**Spokespersons:**

Team/Name	Role	Responsibilities	Contact Info
Marketing Team	Media Relations	Corrections and updates	mkteam@omelete.com.br
Roberto Fabri	VP of Content and Brand	Clarify misinformation and media responses	fabri@omelete.com.br
Leticia Monteiro	CBO	Message transparency and accuracy	monteiro@omelete.com.br
Marcelo Forlani	Co-Founder	Public communication	forlani@omelete.com.br
Marcelo Hessel	Co-Founder	Public communication	hessel@omelete.com.br

**Key Messages:**

- We are aware of some miscommunication and are working to clarify the correct information.
- We apologize for any confusion caused. Accurate information will be shared shortly.
- We are committed to providing transparent updates and are correcting any mistakes now.
- We regret any confusion. Our team is working to make sure everyone has accurate information.
- Thank you for your understanding as we clarify some details. Updates will be provided soon.
- We are sorry for the inconvenience. Our team is updating all channels to ensure you receive accurate and clear information.

**Web Statement:**

We are aware of some incorrect information circulating and we are working to clarify the situation.



## Chapter 6: Natural Disaster

Even though São Paulo, the CCXP city, has no reports or cases of any significant natural disasters in the coming years, on a large scale, the city is still very directly affected by heavy rains and severe floods. This type of natural disaster can pose significant risks to both attendees and event logistics. Under the guidance of the crisis team and in partnership with local emergency services, Omelete Company will activate disaster response plans, including possible evacuations and contingency arrangements for event scheduling. Proactive communication about weather risks and safety procedures will help protect attendees and maintain operational stability.

### Research:

**Flooding in São Paulo:** Heavy rains in São Paulo often lead to severe flooding, particularly during the summer months (December to February). In 2020, heavy rainfall caused flooding across the city, displacing hundreds of residents and disrupting public transportation systems.

**Rock in Rio Flood Incident (2019):** The festival faced significant challenges when torrential rains flooded parts of the venue, causing delays and logistical issues. Event organizers were praised for their proactive communication and swift implementation of safety measures, which minimized risks to attendees.

### Response Timeline

Time	Action	Sign Off
+15 min	Call with crisis/executive team and local authorities	
+30 min	Provide guidance to attendees	
+1 hour	Check-in with execs team to assess next steps	
+2 hours	Notify partners/stakeholders/vendors	
+3 hours	Provide a public statement	
+6 hours	Post a statement on official channels	
+12 hours	Offer assistance and support to affected attendees	
<24 hours	Provide updates	

## Key Publics

Internal	External
Employees	Event Attendees
Staff	Emergency Services
Security team	Local Authorities
	Press/Media
	Partners/Stakeholders

## Spokespersons:

Team/Name	Role	Responsibilities	Contact Info
Operations Team	Crisis response	Evacuation management	operations@omelete.com.br
Financial Team	Budget Oversight	Coordinate refunds and rescheduling costs	financial@omelete.com.br
Pierre Mantovani	CEO	Coordinate with emergency services and public communications	pierre@omelete.com.br
Otávio Juliato	CCO	Response coordinator	juliato@omelete.com.br
Marcelo Forlani	Co-Founder	Public communication	forlani@omelete.com.br
Marcelo Hessel	Co-Founder	Public communication	hessel@omelete.com.br

## Key Messages:

- Safety is our main concern. Please follow instructions from event staff for safe evacuation.
- Due to unexpected weather, we're making necessary adjustments. Your safety is our priority.
- We're taking every precaution with local emergencies in response to the weather. Your safety is our priority.
- Due to flooding caused in the city of São Paulo, we are aware that the journey to the event can be dangerous and unviable for our attendants. Contact our support and we will issue a refund to anyone who needs it.
- We're monitoring weather conditions and taking steps to keep everyone safe.

- Due to weather issues over the next few days and prioritizing everyone's safety, the event will be rescheduled. More information about refunds and new dates will be announced soon.

**Web Statement:**

Due to severe weather conditions, we are making adjustments to ensure everyone's safety. There is no fun with insecurity, and we want to ensure both.

## Chapter 7: Scam

Scams and fraudulent ticket sales can result in financial losses for attendees and damage to Omelete Company's reputation. The crisis team will work to identify and mitigate ticketing fraud by collaborating with official ticketing partners, setting up verification systems, and issuing warnings to the public. Clear guidance on authentic ticket purchases will help build attendee trust and reduce the impact of scams.

### Research:

**Scam:** an illegal way of making money, usually by tricking people.

**Scalping:** The unauthorized resale of event tickets, often at inflated prices, which can lead to attendees being denied entry due to invalid or duplicated tickets.

**Ticket Duplication:** A form of fraud where multiple copies of a single ticket are sold, causing confusion, and overcrowding at event entrances.

**Coachella Fraud Case (2018):** During the Coachella Music Festival, hundreds of attendees were denied entry after purchasing fraudulent tickets from unauthorized platforms. This incident highlighted the importance of secure ticketing systems and public awareness about scams.

### Response Timeline:

Time	Action	Sign Off
+15 min	Call with crisis/marketing team	
+1 hour	External statement drafted	
+2 hours	Notify ticketing partners and legal team	
+3 hours	Post public warning on official channels	
+6 hours	Offer assistance to attendees	
+12 hours	Provide updates	

### Key Publics

Internal	External
Employees	Event Attendees
Staff	Press/Media

Legal team	Customers
	Local Authorities

### Spokespersons:

Team/Name	Role	Responsibilities	
Legal Team	Fraud Investigation	Coordinate with authorities and response	legalteam@omelete.com.br
Customer Service Team	Attendee Support	Assist affected attendees	customer@omelete.com.br
Diego Assis	Head of Content	Public alerts and guidance	assis@omelete.com.br
Roberto Fabri	VP of Content and Brand	Manage brand reputation	fabri@omelete.com.br
Marcelo Forlani	Co-Founder	Legal/Public communication	forlani@omelete.com.br
Marcelo Hessel	Co-Founder	Legal/Public communication	hessel@omelete.com.br

### Key Messages:

- We're working to prevent scams. Please purchase through official channels for a secure experience.
- We're here to help with any ticket concerns. Contact us if you have questions about ticket validity.
- For a safe experience, please avoid unofficial ticket vendors. Use only our official ticketing platform.
- We're aware of fraudulent ticket activity. Please only purchase from our official channels.
- Unfortunately, we have reported cases of fraudulent tickets for the event. If you are unsure where to buy the original ticket, contact (11) XXXX-XXXX.

### Web Statement:

Attention, CCXP fans: Don't let scammers ruin your experience! Stick to official ticket sales at <https://www.ccxp.com.br/ingressos/> and join us for an unforgettable event!