

OnPoint™

Your Spokesperson's Job Has Just Become Easier



The days of searching approved "talking points" on your company's intranet or SharePoint are over. With OnPoint®, key messages, Q&As and company positions are now readily available within reach on your device.

by **CS&A** INTERNATIONAL
ENABLING CRISIS RESILIENCE

As the gatekeeper to a company's reputation, a spokesperson has a powerful influence on how the world sees your business. A spokesperson is one of the most visible people in your organisation, so how they communicate and connect with stakeholders matters. Whether day to day, before, during, or after a crisis, they are the public voice of your company, and what they say reflects its values. When a spokesperson is fully equipped and prepared, they are in the best place to build trust, engage and connect with stakeholders. It's a job that never stops. Now, there's an innovative App to support it:

OnPoint™ a Unique App

- Ensures information is easily and securely accessible, enabling timely replies to media and stakeholder questions at anytime and anywhere.
- Allows spokespersons to stay up to speed and be aligned on key issues and responses.
- Access to curated and high-level data and references, empowers spokespersons to communicate with clarity, consistency and credibility.
- Intuitive and user friendly with automatic updates.

A World First in Communication Solutions: puts the power of a sophisticated communication strategy at your fingertips

Created with the force of CS&A's decades of experience in risk, crisis and reputation management, OnPoint™ is an essential tool for a spokesperson communicating on complex issues, responding to stakeholder queries or when navigating a crisis, no matter how big or small.

info@csa-crisis.com
www.csa-crisis.solutions/