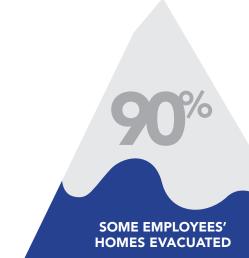
## WHAT ACTUALLY HAPPENED DOWNTOWN

**#YYCFLOOD** 

Surprise! Calgary's largest organizations were less prepared, more improvisational, and more reliant on manual processes than you might think.

In an independent study conducted by Ipsos Reid three months after June 2013's major flood and State of Emergency evacuation of downtown Calgary, 50 senior business leaders of companies with 100+ employees reflected on the effectiveness of their emergency response plans (ERPs). Here's what we discovered...

## **EVERYONE WAS AFFECTED**





**EMPLOYEES' COMMUTE DISRUPTED** 

**SOME EMPLOYEES' HOMES FLOODED** 

/XXXX

**INADEQUATE PLANS** 

**HAD AN EMERGENCY RESPONSE PLAN** 



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**BUT THESE ERPs WERE LACKING:** 





**IMPROVISED RESPONSE** 

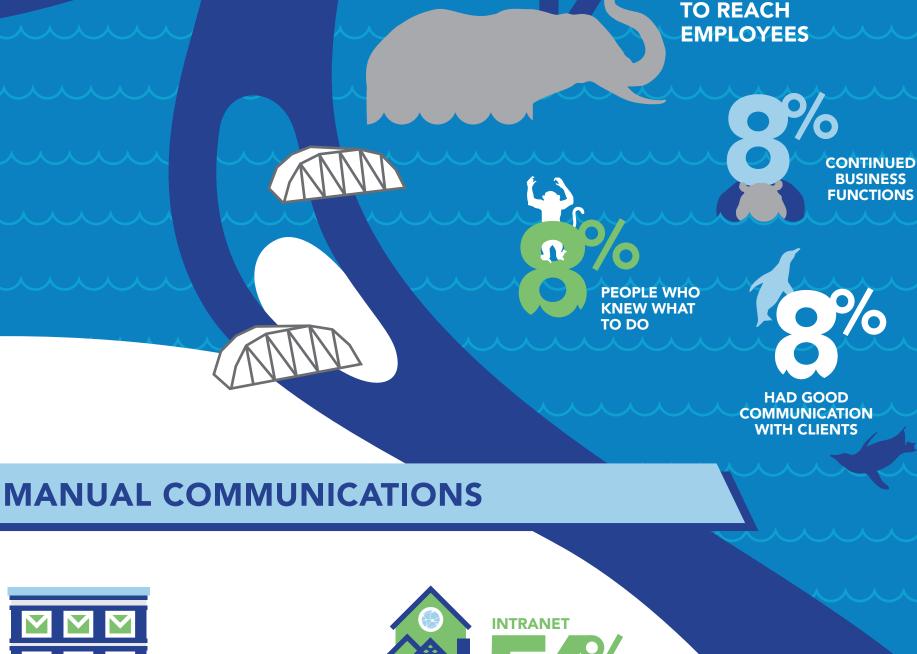
RATED THEIR ERPs AS

**EFFECTIVE** 



**SAID PLANS WORKED EFFICIENTLY BUT THERE WAS A DISCONNECT WITH ACTUAL RESULTS:** 

**WERE ABLE** 





THE PREFERRED METHODS OF







**SOCIAL MEDIA** 

IN THE NEXT **TWO YEARS** 

**INTEND TO INTEGRATE** 

**NOTIFICATIONS** 

**MOBILE** 

BE PREPARED BUT ALSO BE PREPARED TO BE NIMBLE

and the manual hard work of staff and leaders, critical gaps exist. Improvements to the access, adequacy and automation of staff directories and ERPs are necessary to minimize risks and enhance effectiveness going forward. Will Corporate Calgary respond to the challenge?

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Mobile internal communications. www.rallyengine.com

While the overall response of large organizations to the 2013 Flood may be called a success thanks to ad-hoc improvisational actions



DOWNLOAD THE FULL REPORT FROM HTTP://USE.RALLYENGINE.COM/STUDY/YYCFLOOD