

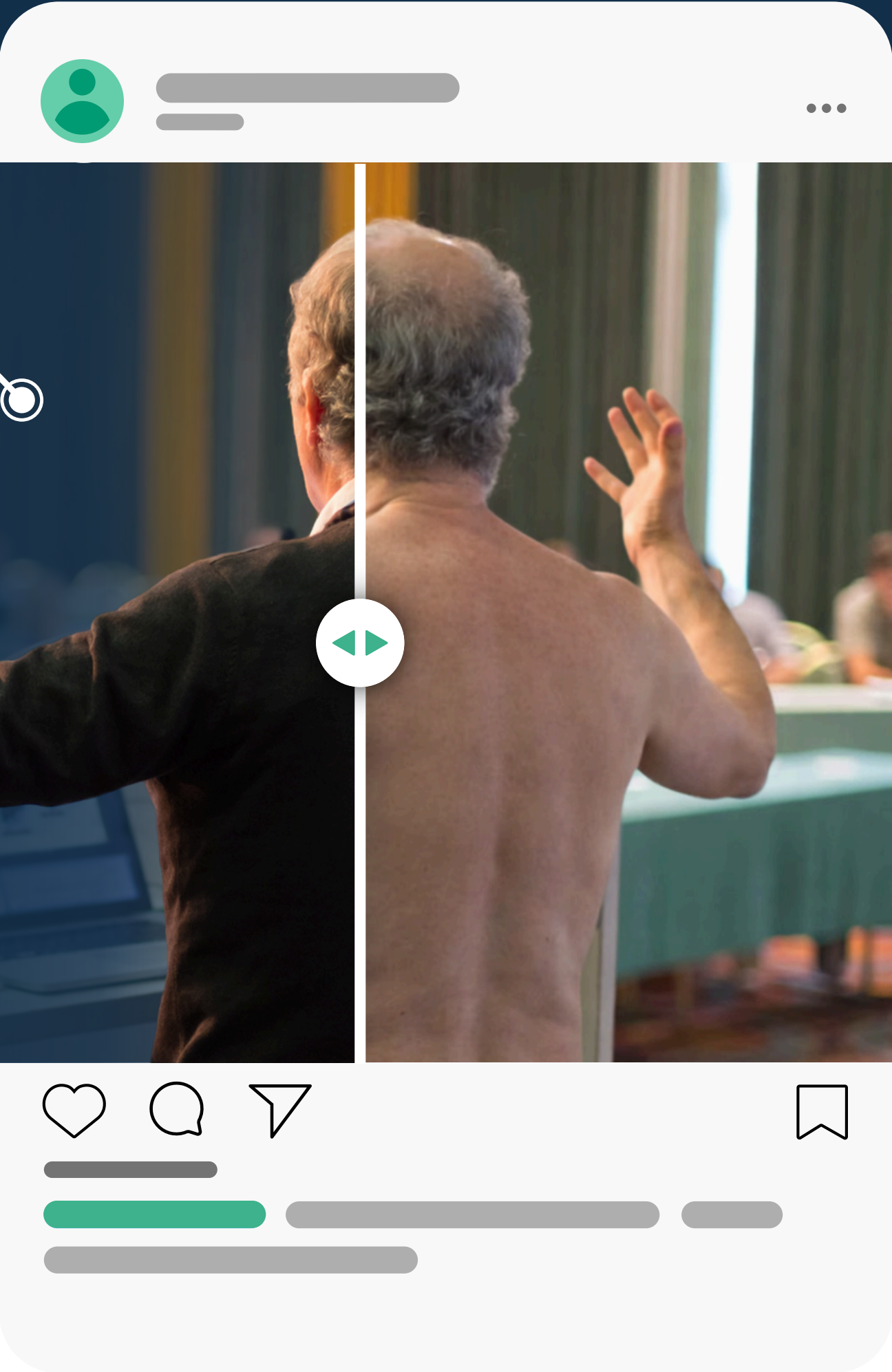


LIVE WEBINAR

# Invitation to a Crisis

Can you contain a deepfake?

Real vs. Fake  
Can you tell?



# CRISIS!

Your CEO is trending.  
There's a video.  
It looks real.  
It isn't.  
**What do you do?**



# OUR SPEAKERS



Sinead Denning  
**HOST**



Teis Meijer  
**GUEST SPEAKER**



# WHY NOW?

AI has sped up content, and in the process, broken verification.

- Anyone can now generate convincing content in seconds
- Social Media has made everyone a journalist, so now distribution is instant - LinkedIn, X, WhatsApp, Slack
- AI tools don't create content; they summarise and amplify it
- By the time you verify, the narrative is already formed

**The gap between an event occurring and people believing it occurred is gone.**





# WHY THIS IS DIFFERENT

It's not misinformation. It's **believable** disinformation.

- **Falsehoods spread 6X faster than the truth**

- Deepfakes only need to be good enough to spread
- Screenshots outlive corrections
- Journalists are under pressure, so speed trumps certainty
- AI-generated summaries can lock in the wrong narrative

**We're now competing with a version of reality, not just correcting facts.**



# EXPLORING INTENT

**MALINFORMATION**  
True · Negative Intent

True information used maliciously out of context. Manage narrative and control messaging to reduce damage.

NEGATIVE INTENT

**DISINFORMATION**  
Fake · Negative Intent

Deliberate falsehoods designed to mislead or harm. Respond swiftly with clear, authoritative facts to protect reputation.

TRUE NEWS

FAKE NEWS

**REAL COMPANY NEWS**  
True · Positive Intent

Verified, transparent communication that builds trust and serves as your organization's reliable source of truth.

POSITIVE INTENT

**MISINFORMATION**  
Fake · Positive Intent

False information shared unintentionally. Correct promptly to prevent confusion and unintended damage.



# PR IS FEELING THE HEAT

The consequences of all this change is landing on PR first.  
And it's hitting us the hardest.

PR is the first  
point of contact

PR is expected to  
respond ASAP

Legal wants  
accuracy from PR

Leadership wants  
control from PR

The internet wants  
speed from PR



# THE UNCOMFY TRUTH

Most teams are set up to respond too late and they're still developing the skill sets to separate real from fake.

Approval chains  
slow you down

No pre-agreed  
holding statements

No central place  
to publish truth

Over-reliance on  
media to "get it right"



So instead of talking about it, let's test it.  
We're going to put you inside a live AI-driven crisis.

**And you'll decide what happens next.**



# RULES OF ENGAGEMENT

Today is about creating an interactive, engaging space for PR pros to learn from crisis moments relevant to today's media landscape.

To make the most of today, please:

## **Try to vote on all polls**

Let's navigate this crisis together (polls are anonymous).

## **Ask questions/leave comments**

We'd love to hear your insights throughout the session!



# WARM-UP: REAL OR FAKE?

- We'll show you a few short videos
- You decide if it's real or fake
- Vote using the live poll
- We reveal the answer!

Ready, set, **GO!**



# REAL OR FAKE #1



**REAL OR  
FAKE #1**

**DEEPFAKE  
DETECTED**



# REAL OR FAKE #2



Church's Charters NZ

**REAL OR  
FAKE #2**



# REAL OR FAKE #3



**REAL OR  
FAKE #3**

**DEEPFAKE  
DETECTED**



**THAT WAS PRACTICE.  
THIS TIME IT'S FOR REAL.**



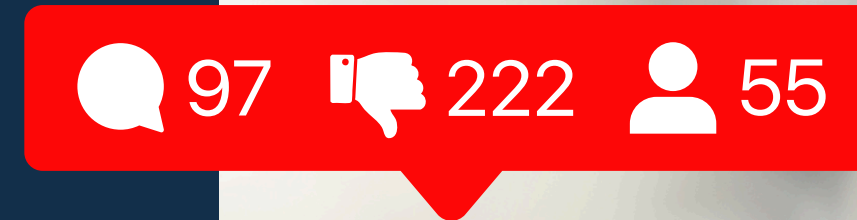
# THE CRISIS

It's 09:12 on a Tuesday morning.

A video of the CEO of McDonalds is circulating on LinkedIn and X.

In the video, they appear to say:

*"We've been quietly increasing prices beyond inflation. Customers won't notice, they never do."*







# WHAT YOU KNOW

- The video looks real
- It's gaining traction quickly (~50K views and climbing)
- No confirmation yet if it's real or fake



09:12

# WHAT'S ALREADY HAPPENING:

	<b>Journalist email received</b> "We're running a story on this — can you confirm if this statement is real?"	<b>MEDIA PRESSURE</b>
	<b>Internal Slack blowing up</b> "Is this real?" "Do we need to respond?" "Customers are asking branch managers"	<b>INTERNAL PRESSURE</b>
	<b>Customers tagging the brand</b> "So you've been overcharging us??"	<b>CUSTOMER PRESSURE</b>
	<b>AI summarises the news in a highly visible snippet</b> "Yes - the McDonald's CEO has admitted to increasing prices beyond inflation..."	<b>MACHINE AMPLIFIED PRESSURE</b>



09:12

You don't have all the information.  
But the story is already moving.

**What do you do first?**



09:12

**1**

**Wait for internal confirmation before saying anything**

**2**

**Publish a short holding statement on your newsroom immediately**

**3**

**Respond only to the journalist**



1

**Wait for internal confirmation before saying anything**

**You wait:**

You hold off until you have full internal confirmation.

**Results:**

- First headlines go live without your input
- “McDonald’s accused of misleading customers”
- Speculation fills the gap



# 2

**Publish a short holding statement on your newsroom immediately**

## **You publish:**

You issue a short holding statement on your newsroom immediately.

*“We’re aware of a video circulating and are investigating. We will update shortly.”*

## **Results:**

- You’re quoted in early coverage
- You signal awareness
- Narrative still open, but you’re in it



# 3

**Respond only to  
the journalist**

## **You selectively respond:**

You reply directly to the journalist but don't publish publicly.

## **Results:**

- The article runs anyway
- Your comment is partial / out of context
- Social continues without your voice



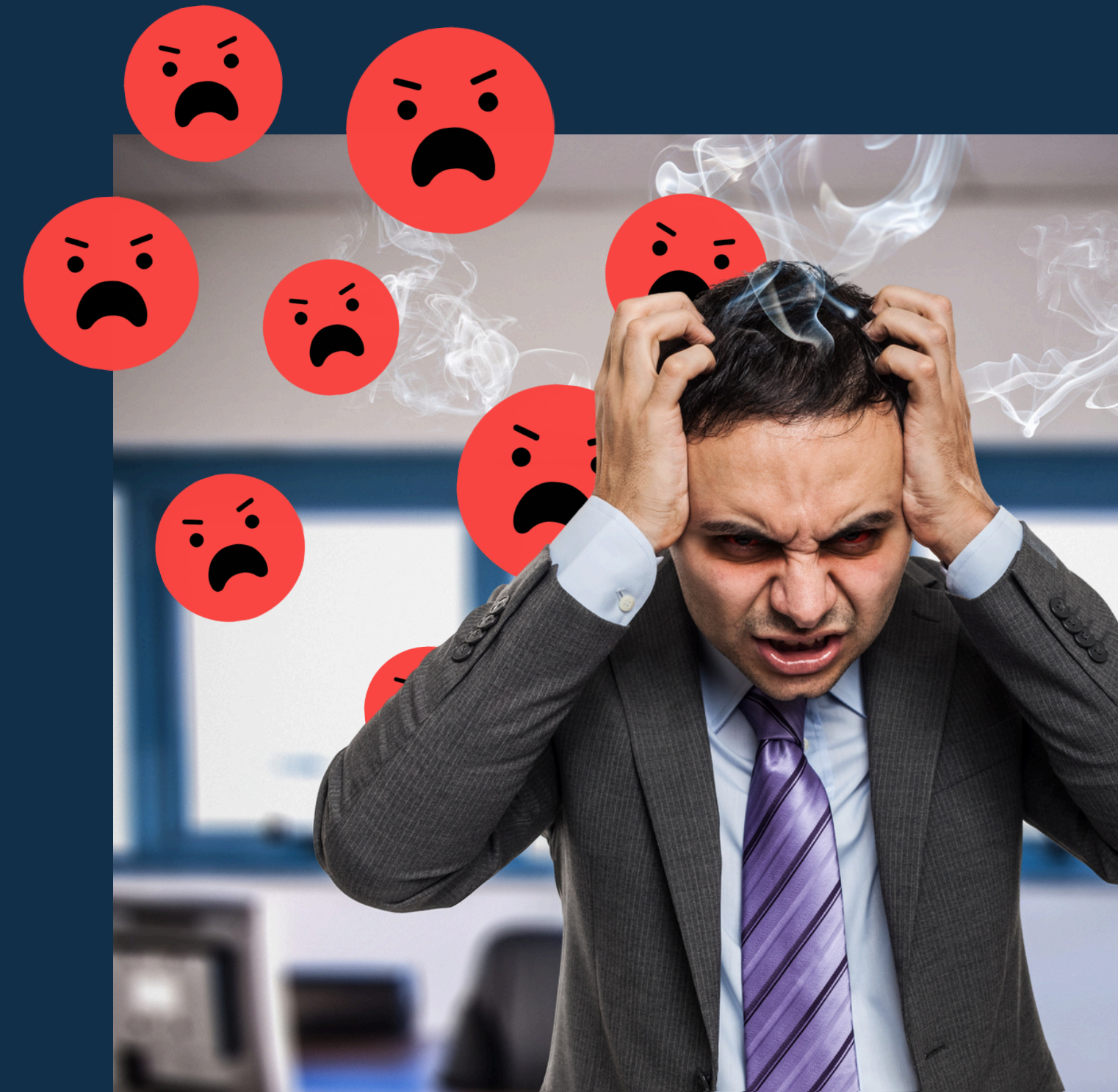
If you're not early, you're absent.



**THE CRISIS**

## LATER THAT MORNING...

- Video now at 500K+ views
- Influencers reacting
- Internal memo screenshot “leaked” (fake, but unclear)
- Customers are increasingly mad



09:52

You have a good idea of what's going on - it's time to move!

**Where does damage control start?**



09:52

**1**

**Internal comms  
first, external  
later**

**2**

**Focus on media  
outreach only**

**3**

**Publish full  
response on  
owned channels**



**THE ESCALATION**

1

**Internal comms  
first, external  
later**

### **You align internally:**

You focus on internal comms before addressing the public.

### **Results:**

- Employees are informed and reassured
- External narrative continues unchecked
- The story evolves without your input



# THE ESCALATION

# 2

**Focus on media  
outreach only**

## **You focus on media outreach:**

You brief journalists but don't publish a central response.

## **Results:**

- Inconsistent messaging across outlets
- No single source of truth
- Quotes get shortened/distorted



# THE ESCALATION

# 3

**Publish full  
response on  
owned channels**

## **You publish on own channels:**

You release a full response via your newsroom and social channels.

## **Results:**

- You establish a reference point
- Journalists link to your statement
- Social has something to anchor to



# THE ESCALATION

No matter what the source, it needs to be airtight.

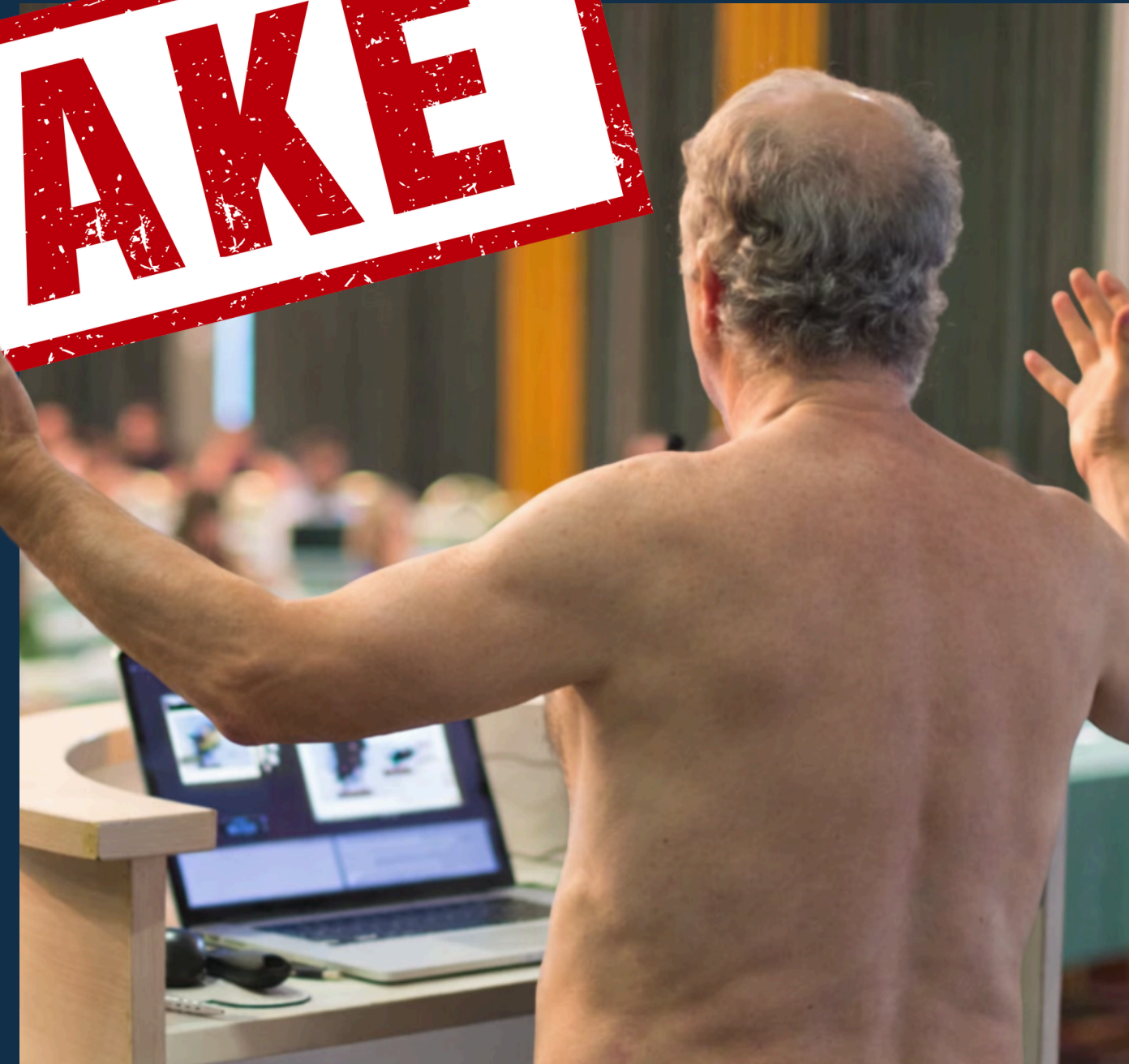


**THE ESCALATION**

# DEEPFAKE CONFIRMED!

- Clips are still being reshared
- Screenshots everywhere
- People still believe it

**FAKE**



11 : 45

You know for sure now that this is fake.  
Which is great!

**But how do you convince the public?**



11 : 45

**1**

**Publish a detailed  
debunk with  
proof**

**2**

**Ignore and move  
forward**

**3**

**Issue a strong  
denial statement**



**THE CONFIRMATION**

1

**Publish a detailed  
debunk with  
proof**

### **You debunk the fake:**

You publish a clear explanation with proof.

- Statement from CEO
- Evidence (timestamps, inconsistencies)
- Clear explanation

### **Result:**

- Journalists update stories
- Some trust recovery
- Still friction, but direction improves



**THE CONFIRMATION**

# 2

**Ignore and move forward**

## **You don't engage:**

You choose not to engage and move on.

## **Result:**

- The narrative continues to spread
- Doubt lingers among audiences
- “Where there’s smoke...” perception sticks



# THE CONFIRMATION

# 3

**Issue a strong  
denial statement**

## **You deny without proof:**

You issue a strong denial but don't provide evidence.

## **Result:**

- The response feels defensive
- It fails to stop the spread
- Credibility is questioned



# THE CONFIRMATION

Truth doesn't spread by itself. You  
have to package it.



**THE CONFIRMATION**

# THE AFTERMATH

- Crisis slowing down
- Media coverage stabilising
- Reputation impact unclear



It's calming down, and this is where many teams stop, but it's not over yet!

**How can we best recover?**



**1**

**Move on quietly,  
let the algorithm  
focus on the next  
crisis**

**2**

**Brief key  
journalists behind  
the scenes**

**3**

**Publish a full  
timeline +  
transparency  
recap**



**THE AFTERMATH**

1

**Move on quietly,  
let the algorithm  
focus on the next  
crisis**

### **You move on quickly:**

You stop communicating once the noise dies down.

### **Result:**

- Short-term pressure fades
- Long-term doubt remains
- The story resurfaces later without your framing



# 2

**Brief key  
journalists behind  
the scenes**

## **You brief behind the scenes:**

You inform key journalists privately.

## **Result:**

- Media coverage improves
- Public understanding remains limited
- No widely accessible source of truth exists



# 3

**Publish a full  
timeline +  
transparency  
recap**

## **You publish a full recap:**

You share a timeline, what was fake, and what happened.

## **Result:**

- Trust rebuilds over time
- You create a lasting reference point
- Your version becomes the one AI and media can cite



# THE AFTERMATH

A crisis doesn't end until the narrative stabilises.



**THE AFTERMATH**



## Crisis Lifecycle Framework™

Not all crises are predictable, but their lifecycles are.

So are the moments where great communication teams make the difference: how fast they sense, how clearly they frame, and how consistently they recover.

**Intensity of external pressure over time.**

Regulatory Pressure

Media Pressure

**PR tactics required**

Issue Communications

Crisis Communications





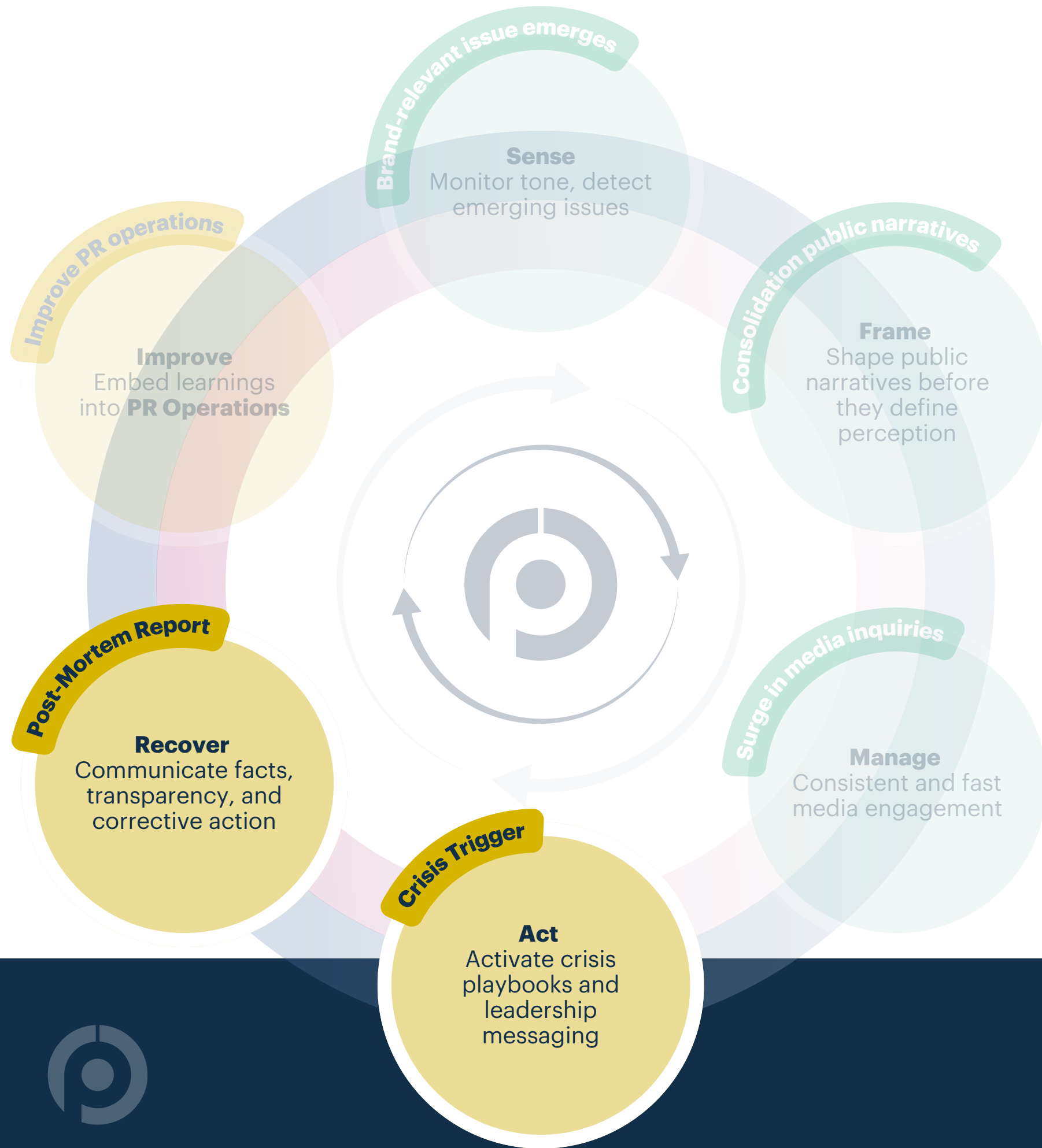
**1**  
**THE CRISIS**

**2**  
**THE ESCALATION**

**3**  
**THE CONFIRMATION**

**4**  
**THE AFTERMATH**





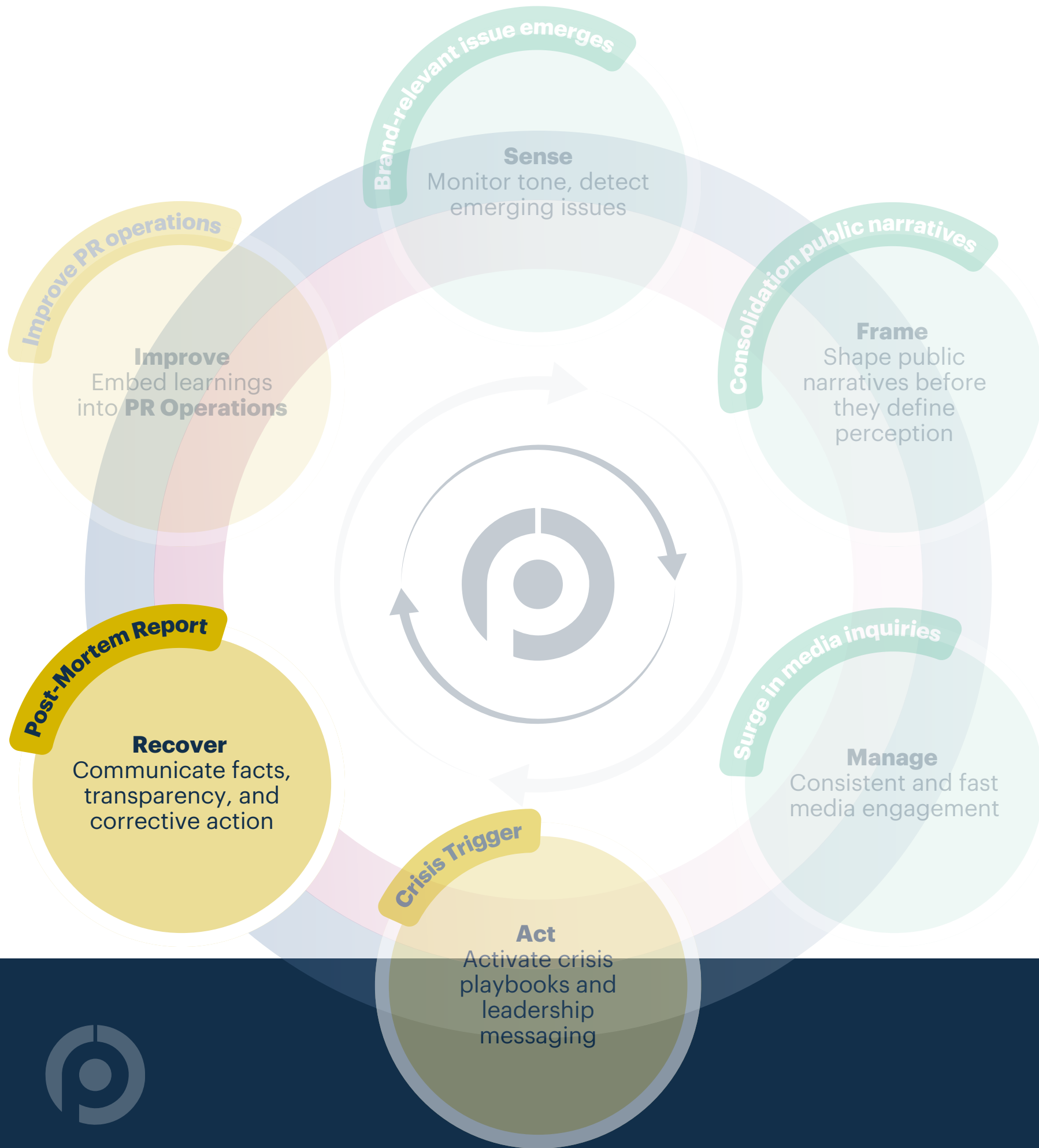
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**1**  
**THE CRISIS**

**2**  
**THE ESCALATION**

**3**  
**THE CONFIRMATION**

**4**  
**THE AFTERMATH**





**1**  
**THE CRISIS**

**2**  
**THE ESCALATION**

**3**  
**THE CONFIRMATION**

**4**  
**THE AFTERMATH**



# At what point did it feel **hardest to stay in control?**

- The Crisis
- The Escalation
- The Confirmation
- The Aftermath



**THE AFTERMATH**

# Q&A



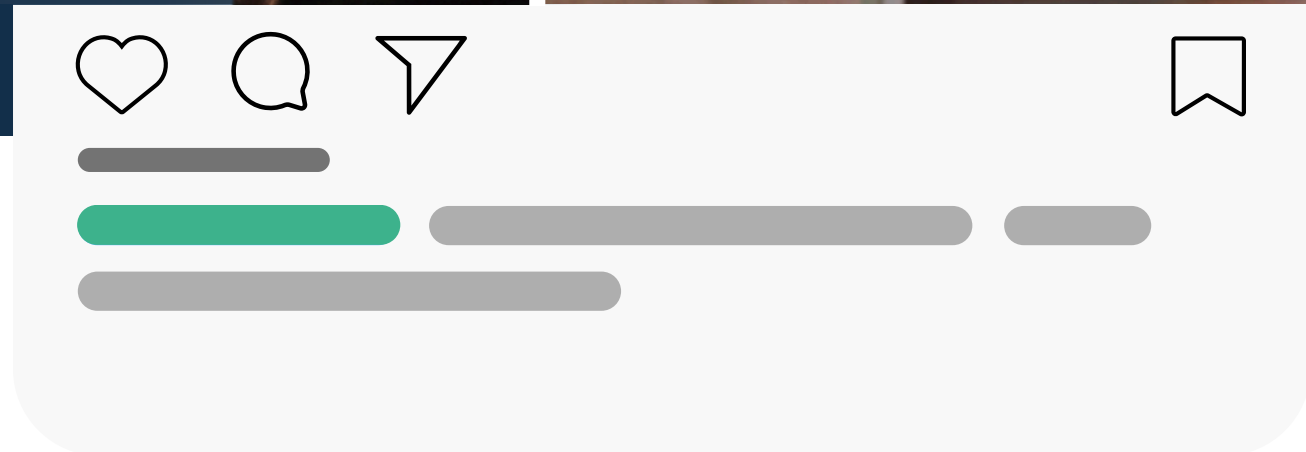
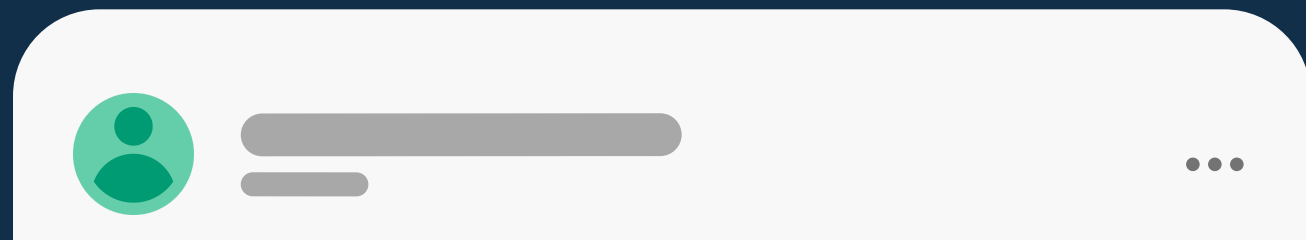
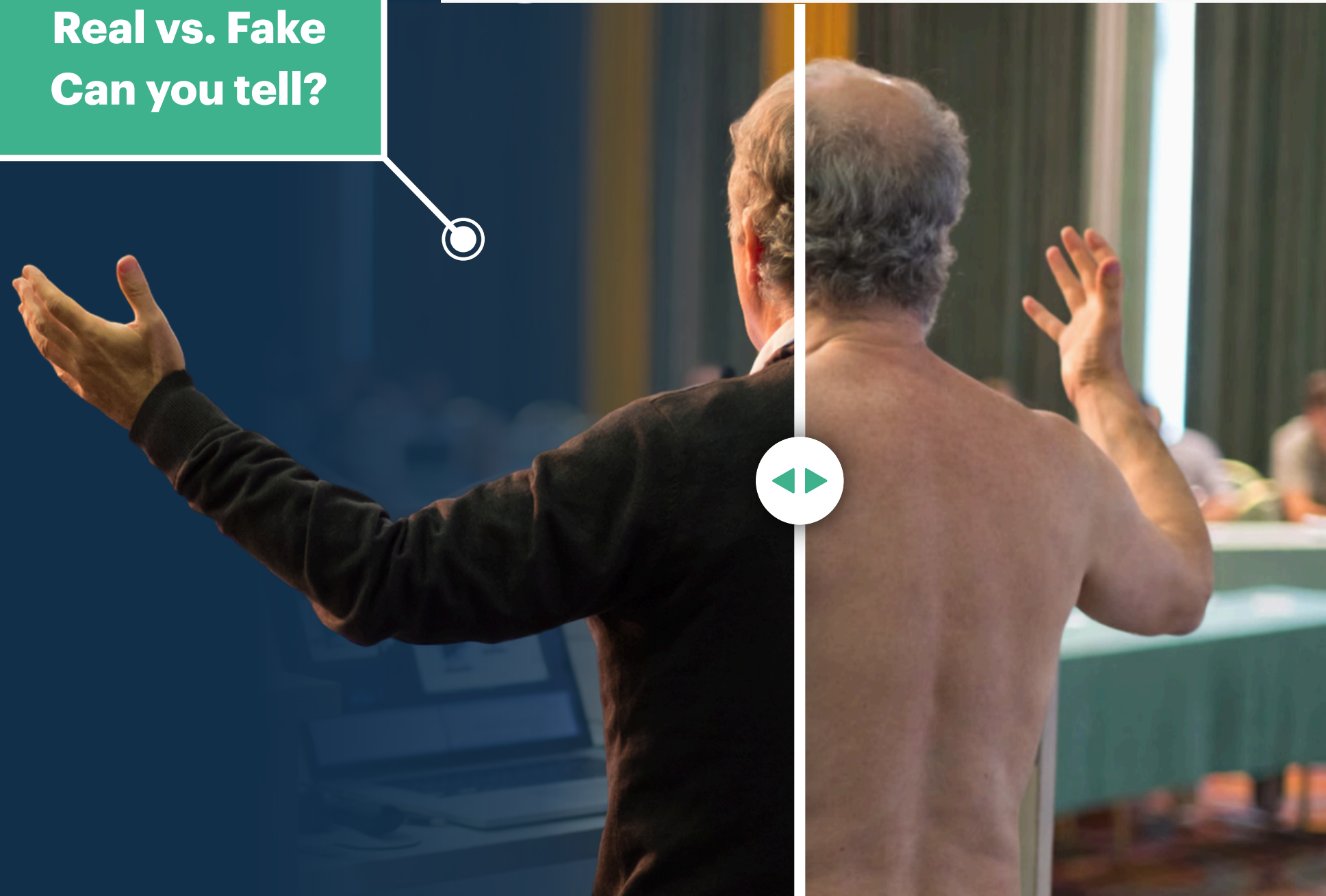
**Want to get a handle on your crisis comms?**

Scan the QR-code to book a  
free Presspage demo



# THANK YOU!

Real vs. Fake  
Can you tell?



Booking.com