

Discussion

3 Work in small groups. Brainstorm the potential risks for the company. Consider the impact each risk might have on the company's long-term future, and decide how to react to each risk.

	Risk	Impact	Tolerate	Treat	Terminate	Transfer
Hazard risks e.g. fire						
Financial risks e.g. exchange rates						
Operational risks e.g. supply chain problems						
Strategic risks e.g. changes in legislation						

Internet research

Search for the keywords *animal enterprise terrorism act*. List the arguments for and against this type of legislation, and hold a class debate.

Compare your ideas with other groups.

Listening

3 **2:22** One month later, Pierre-Yves Gaget, PG's founder and owner, receives a call from the US. Listen to the conversation and answer the questions.

- Who does the caller work for?
- What has happened?
- What two questions does she ask?
- What is the suspected cause of the problem?

Discussion

5 Work in groups. Discuss the implications of what you have learned; consider the notes Pierre-Yves Gaget has made, as well as your own ideas. How should Périgord Gourmet handle the crisis?

poisoned foie gras, or some other food or drink?
 isolated incident? coincidence, or first case in a campaign?
 warn customers or wait for more information?
 try to keep it quiet, or pre-empt with a press conference?
 recall all products, only foie gras, or none?
 stop shipments, or all production?
 accuse animal rights group without proof, or wait for police investigation?
 give in and stop selling foie gras, or fight?

Listening

6 **2:23** Listen to a voicemail message from Pierre-Yves Gaget and answer the questions.

- What is the good news?
- What is the bad news?
- What does he want you to do?

3 In your groups, prepare your statement.

- Prepare the main message you would like to convey, and formulate a 20-second sound bite.
- Try to foresee the questions you will be asked, and how you will answer them.
- Prepare what you will say in response to questions you cannot answer.

Simulation

6 Each group should make its statement and take questions from the rest of the class (in the role of journalists).

Take a vote to decide which group handled the crisis best.

