**Scenario #2: Qualified Airlines is Grounded**

Qualified Airlines booked a flight full of reporters and influencers for their new direct route to Cartagena. Unfortunately, the pilots decided to strike about 20 minutes before the flight was set to board. The flight is grounded until further notice.

Given the people booked on the flight, the story quickly gets traction in local and national press. Your phone is ringing off the hook for a comment.

**Activity:**

* What are your first three actions?
* Who are your stakeholders?
* What is your timeline of activities?
* What are your key messages, statements and who are you sending them to?