



## Prepare, activate, and evaluate.

Extreme weather events have become more frequent and severe in the last 20 years, and experts predict the pattern will continue. To effectively manage the elevated threats, organizations must have plans ready to help mitigate their specific weather risks.

You can make better-informed, more confident decisions and operate more proactively with our Risk Communicator service. It provides professional risk intelligence based on our trusted, high-value global weather operations, consulting, and forecast services.

### The benefits of weather-readiness

Across countless industries, today's volatile weather conditions can easily have far-reaching business and operational implications. Readiness is essential for protecting everything from the safety of people and assets to financial margins to an organization's reputation.

Here are just a few ways Risk Communicator can make a difference.

**Improved labor and asset utilization** — avoid lost revenue due to unnecessary downtime or expenditures. By having greater certainty in forecasts conditions, you can extend operations without compromising safety.

**Maintain a positive reputation** — ensure safe working conditions and proactively avoid weather-related catastrophes. You'll also be better able to deliver a higher level of service to meet ever-increasing customer, stakeholder, and regulator expectations.

**Safely mobilize crews and equipment** — determine appropriate windows to transport vulnerable assets, like oil rigs or wind farm components. You can also ensure the safety of workers when pre-positioning utility crews or first responders for a major storm or ferrying crews to offshore locations.

**Achieve greater cost control** — through proactive planning and more targeted decisions, you can minimize unexpected costs, as well as unnecessary expenses and lost revenue. Avoid pausing or canceling operations unless the action is truly needed. Greater lead time can allow you to secure necessary labor and assets more cost-effectively. And you can better prevent harm to people and assets.

**Support timely evacuations** — make the right call when balancing safety with continued operations. Know when to pause weather-sensitive work or a live outdoor event and when to move people to safety, such as oil rig workers, wind farm technicians, concert-goers, festival attendees, or athletes and spectators. You'll also get tips on measures around alert signaling and crowd communication.

# Risk Communicator

## Expert insights you can trust

Our risk communicators are experienced meteorologists who integrate years of hands-on weather expertise with deep industry knowledge to deliver accurate intelligence that supports confident, actionable decisions. Throughout the weather event lifecycle, our team helps monitor and assess your risks, provides alerts and advice leading up to and during an event, and offers beneficial post-storm analysis.

## Support at every stage

### Stage 1

**Risk assessment** — this phase includes creating an enhanced weather risk summary, assistance in writing action plans and evacuation procedures, trigger chart development and reviews, and help in building out a communications structure for severe weather events. A site assessment and workshops are also available.

### Stage 2

**Pre-storm and weather event activations** — your communicator actively monitors weather conditions and provides regular updates, including live or pre-recorded briefings and weather impact guidance specific to your operations.

### Stage 3

**Post-event evaluations** — post-storm reports (PSRs) and post-event assessments (PEAs) can be provided, including detailed, written analysis of the event, data, and decision timelines. This is valuable for working with regulators, restoration organizations, and insurers. Each PEA also offers event response reviews to help improve operations and communications in preparation for future weather events.

