

Kenyon seeks to build on ERA Initiative

Graham Dunn, London (12Feb08, 16:41 GMT, 296 words)

Crisis management specialist Kenyon is citing a bright response from airlines to its new initiative with the European Regions Airlines (ERA) association for the latter's members to adopt standards on emergency response preparedness.

The ERA last October unveiled a series of standards drawn up in association with Kenyon aimed at ensuring its members had appropriate emergency response systems in place.

Kenyon CEO Robert Jenson points to a bright a response from ERA members to the initiative – it is currently holding workshops with a number of ERA members - as he continues to press for airlines to ensure they have appropriate measures in place.

“We have standards for safety and maintenance, its time for standards for emergency response. We've got to get better at having standards for emergency and response and we need a means for validating it. We do it for a lot of areas, but not for emergency response.”

He points to a new report which highlights the economic value for an airline in effectively managing the fallout from a fatal air crash.

Kenyon has supported a new report, put together by research house Oxford Metrica, which studies the correlation between an airline's handling of the aftermath of a fatal air crash and the subsequent recovery or otherwise of its share price. The report concludes good handling of an accident – swift, effective and compassionate communications – can enable a carrier to recover with an enhanced reputation and swiftly recover its share price.

“All these things we are talking about pay off over time. The difficulty is I'm asking airlines to spend money on something which they [ultimately] may or may not need,” he says, likening it to insurance. “It is a cost of doing business. That is the challenge in today's environment with everyone pinching pennies.”

Source: Air Transport Intelligence news