**CRISIS COMMUNICATION – A CASE FROM CROATIA**

**ABSTRACT**

In the cases in which the company management is not prepared for the crisis, and especially for communication during the crisis, the long-established reputation can be destroyed in just a few minutes. On the other hand, the success of the business will be positively impacted if the company communicates by avoiding conflicts and crises or at least mastering them. Once a business is in crisis, it is necessary to make the facts public and take responsibility and keep it thoroughly and fully informed about possible risks. Also, it is necessary to continuously present all available information, even when the situation is not going in the desired direction, and show your efforts to control, eliminate or reduce potential hazards. This paper aims to identify best practices in crisis communication planning and to identify the reasons for deviations from the plan in real situations, as well as to propose mechanisms for future avoidance of these deviations.

**Keywords:** crisis, crisis communication, business continuity planning