

The BCI Communication Strategy

Introduction

The BCI Emergency & Crisis Communications Campaign – Strategic Creative Overview

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This document outlines a fully integrated communications campaign developed in response to the BCI Emergency & Crisis Communications Report 2025. It delivers a structured content strategy designed to raise awareness, drive engagement, and position the BCI as a leading authority on crisis communication readiness.

Spanning digital content, video production, email marketing, social campaigns, webinars, and interactive media, the campaign distils complex insights into accessible formats for diverse audiences—from C-suite leaders to operational teams. The aim of this documents is to demonstrate a command of creative storytelling, data-driven content planning, and technical production across multiple platforms.

Each component is backed by insights from the 2025 report and supported by modern software tools to ensure clarity and impact across all communications touchpoints.

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BCI Emergency & Crisis Communications Report 2025:

Crisis Communications in 2025: Are We Moving Fast Enough?

The newly released *BCI Emergency & Crisis Communications Report 2025* provides a sobering yet enlightening look at how organisations worldwide are preparing—or failing to prepare—for the increasing complexity of crisis events. From cyberattacks to extreme weather and IT outages, the demand for timely, effective communication has never been greater. Yet, despite technological progress, human and organisational gaps persist.

Tech Adoption is Strong—but Not Universal

The good news? Most organisations now rely on Software-as-a-Service (SaaS) tools or hybrid models to manage crisis communications. Mobile phones (used by 96.9% of respondents) and laptops remain central to emergency response, with cloud-based platforms like Microsoft Teams, Slack, and Skype increasingly favoured for real-time team activation and collaboration.

However, 39.7% of organisations still do not use any dedicated emergency notification or crisis management software—often due to budget constraints or reliance on existing internal tools. This lack of investment puts organisations at risk of delays and miscommunication, especially during high-stakes scenarios.

Cybersecurity is the Rising Threat

While adverse weather remains the top trigger for crisis plans (45.2%), cyber incidents have surged to second place (43%). This trend is likely to intensify, with high-profile ransomware attacks and data breaches exposing vulnerabilities in digital infrastructure. The report strongly urges businesses to treat cybersecurity not just as an IT issue, but as a core driver of crisis communication readiness.

Speed Still Matters—Tools Make a Difference

Activation speed is a critical metric. Organisations using dedicated crisis tools are more than twice as likely to activate their plan within 5 minutes (28.1% vs. 11.5%). Within 30 minutes, the gap widens further (73.2% vs. 44.2%). Clearly, tech-enabled organisations respond faster and more effectively—saving valuable time in the first moments of a crisis.

Human Factors: The Weakest Link

Despite tech gains, the biggest barriers to effective crisis response are still human. The report cites poor engagement from staff (61%), outdated contact details (43.8%), and device unavailability (34.3%) as leading causes of communication failure. These findings highlight the ongoing need for rigorous training, regularly updated contact systems, and realistic simulations.

Training and Testing Drive Resilience

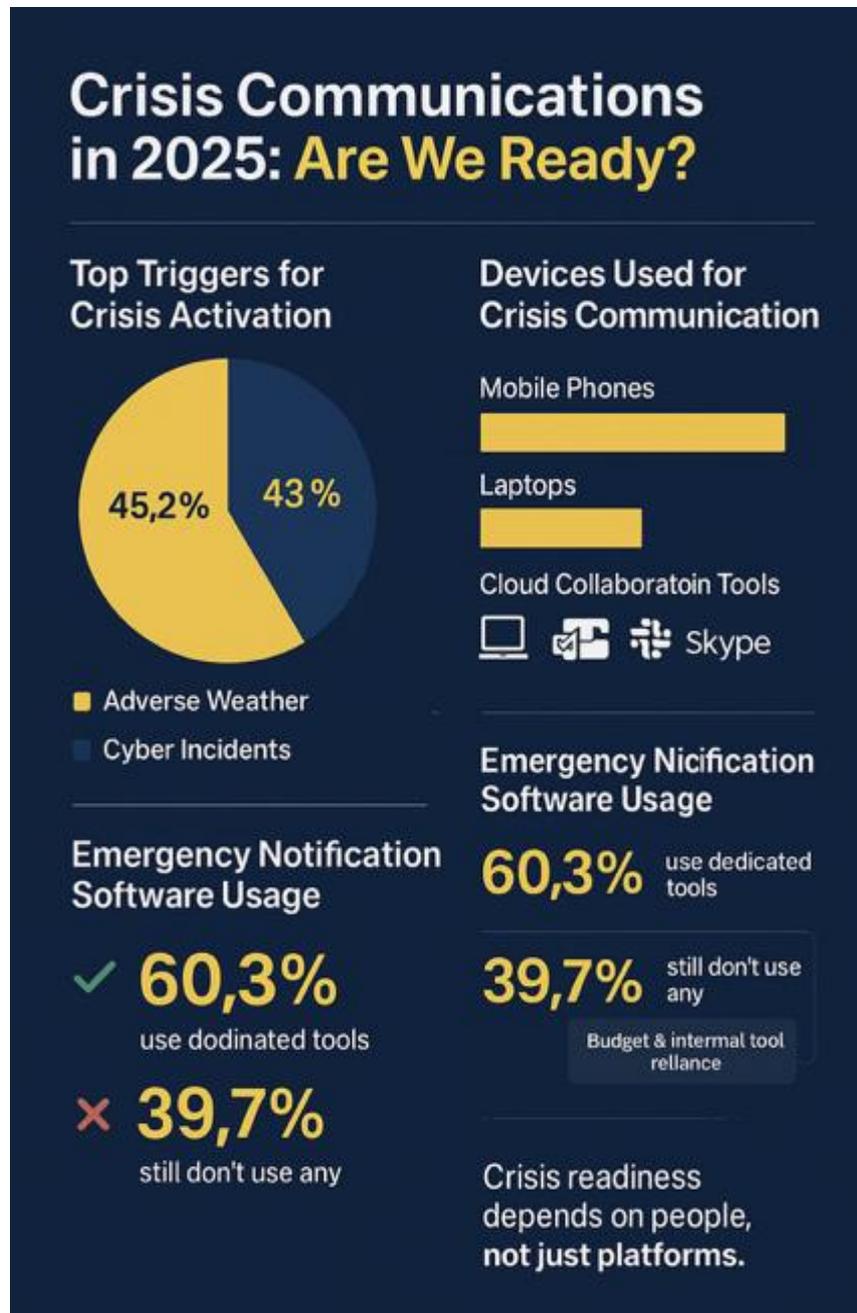
Encouragingly, 75% of organisations run at least one training session annually, and over 80% conduct crisis exercises at the same frequency. This commitment to preparedness is essential in building a culture of resilience—especially as remote work continues to shape communication dynamics.

Final Thought: Integration Over Innovation Alone

Many professionals express dissatisfaction with their current tools—often citing lack of integration and insufficient functionality. The takeaway? Effective crisis communication requires more than just adopting new tools. It demands a holistic, integrated approach that blends technology, process, and people into a seamless response ecosystem.

As 2025 unfolds, the organisations best positioned to weather the storm will be those who treat crisis communication not as a checkbox—but as a core strategic capability.

Infographics 1



Crisis Communications in 2025: Are We Ready?

This info graphic is designed to communicate **key insights from the BCI Emergency & Crisis Communications Report 2025**, using bold visuals consistent with the BCI brand and concise statistics. The infographic highlights:

Key Sections and Insights:

1. Top Triggers for Crisis Activation

- **Adverse Weather:** 45.2%
- **Cyber Incidents:** 43%
→ Demonstrates how cyber threats are nearly equal to weather-related crises in frequency.

2. Devices Used for Crisis Communication

- **Mobile Phones:** Widely used
- **Laptops:** Secondary but significant
- **Cloud Collaboration Tools:** Teams, Slack, Skype
→ Reflects the growing reliance on SaaS-based and mobile-first solutions for rapid response.

3. Emergency Notification Software Usage

- **60.3%** use **dedicated tools**
- **39.7%** still **do not use** any
→ Highlights a significant preparedness gap, often due to **budget constraints** and **reliance on internal tools**.

4. Closing Message:

“Crisis readiness depends on people, not just platforms.”

A call to prioritise training, systems, and leadership—not just technology.

Purpose of the Infographic:

This graphic is ideal for:

- Social media posts (LinkedIn, Instagram)
- Presentations
- Executive briefings
- Inclusion in the full BCI campaign or report launch

Infographic 2



This is a **data-driven infographic** titled:

"Speed, Tech & Resilience: The Crisis Response Advantage"

It visually communicates key findings from the **BCI Emergency & Crisis Communications Report 2025**, with a focus on how **technology and training affect response speed and readiness** during crises.

Key Insights Presented:

Activation Speed Comparison

% of organisations that activate their crisis plan within:

- **Under 5 minutes:**
 - **28.1%** with **dedicated tools**
 - **11.5%** without
- **Under 30 minutes:**
 - **73.2%** with tools
 - **44.2%** without tools

Takeaway: Using crisis-specific tools more than **doubles response speed**.

Training & Testing Frequency

- **75%** of organisations run **annual training**
- **80%** conduct **crisis simulations** every year

Suggests a strong link between **practical preparedness** and faster, more effective response.

Highlighted Message

"Integration Over Innovation"

"It's not just about tools – it's how you use them together."

Calls for a **holistic crisis comms approach** that combines tech, process, and people.

Design Purpose:

- Ideal for use in **presentations, social media, or reports**
 - Visually communicates how **training and tech integration** deliver crisis response advantages
 - Reinforces the BCI's broader message: **Build resilience. Integrate technology. Empower people.**
-

60-Second Video Pitch Script:

[Opening – 0:00–0:10]

Visuals: Dramatic countdown, scenes of natural disasters and cyberattacks.

Narration:

"Crises don't wait—and neither should your communications. The BCI's 2025 Emergency & Crisis Communications Report reveals how prepared—or unprepared—organizations really are."

[Stats – 0:11–0:25]

Visuals: Icons of mobile phones, Teams/Slack logos, cloud software interfaces.

Narration:

"Nearly 97% use mobile phones in emergencies, and over 60% rely on SaaS tools. Yet 40% still don't use any dedicated crisis software. The result? Delays, miscommunication, and missed opportunities."

[Problem – 0:26–0:35]

Visuals: Split-screen showing slow manual response vs. fast SaaS activation.

Narration:

"Cyberattacks are rising fast, now the #2 reason for activating crisis plans. But outdated contact lists, poor staff response, and tool gaps continue to hold teams back."

[Solution – 0:36–0:50]

Visuals: Stylized characters engaging in effective communication, updated contact systems, training sessions.

Narration:

"Organisations using crisis tools are twice as fast at activating plans. The top performers combine tech, training, and human readiness—building resilience, not just responses."

[Close – 0:51–1:00]

Visuals: Upbeat music, animated stats showing improved activation speeds and resilience.

Narration:

"Want to future-proof your crisis communications? Read the BCI report and act now. The time to prepare... is now."

I have produced a video to run alongside the brief. Please find the link below.

Link to video

<https://youtu.be/lGwdAAoTlTc>

To promote the **BCI Emergency & Crisis Communications Report 2025**, create engagement, and draw interest to the profession and the BCI website, these are my media content ideas and campaign strategies:

Short Form Video series

Concepts:

- “Did You Know?” Series — Bite-sized stats from the report (e.g., “Only 28.1% of orgs can activate crisis plans in under 5 minutes”)
- “Tools vs. No Tools” — A quick animation comparing activation speeds
- “Real Voices” — Featuring quotes from professionals in the report with motion graphics

Call to Action: “Read the full report at www.thebci.org and prepare your organisation today.”

Below is a **4-week content calendar** for a short-form video series promoting the *BCI Emergency & Crisis Communications Report 2025*. This series is designed to build awareness, drive engagement, and increase traffic to the BCI website through platforms like LinkedIn, Instagram Reels, YouTube Shorts, and TikTok.

Short-Form Video Series: “Crisis Comms in 60 Seconds”

Theme: Each week focuses on a key theme from the report, delivering 3–4 short, high-impact videos (30–60 seconds).

Short-Form Video Content Calendar – BCI Emergency & Crisis Communications Report 2025

WEEK 1: Speed Matters – Why Activation Time Is Critical

Day	Video Title	Content Overview	Format	Call to Action
Mon	Can You Respond in 5 Minutes?	Highlight the 28.1% vs. 11.5% activation stat	Animated stats	Read the full report
Wed	Manual vs. Tools: The Speed Gap	Compare tool users vs. non-users activation speed	Split-screen animation	Get ahead with the right tools
Fri	What’s Slowing You Down?	Human and tech barriers to fast response	Text and voiceover video	Explore the solutions at thebci.org

WEEK 2: The Human Factor – The Hidden Crisis

Day	Video Title	Content Overview	Format	Call to Action
Mon	The #1 Reason Crisis Comms Fail	61% cite lack of staff response	Kinetic typography	Train. Test. Repeat.
Wed	Outdated Contacts = Delayed Response	Quotes with character animation	Animated quote cards	Time to update your data?
Fri	Would *You* Check Your Phone?	Dramatize staff ignoring alerts during a crisis	POV sketch	Prep your people, not just your platform

WEEK 3: Cyber Is the New Storm

Day	Video Title	Content Overview	Format	Call to Action
Mon	Cyber vs. Weather	Cyber now #2 crisis trigger at 43%	Infographic animation	Don't wait for a breach
Wed	What Happens When Teams Goes Down?	Recap the November 2024 Microsoft outage	Story-driven with music	Do you have a backup plan?
Fri	How Fast Can You Warn Leadership?	Showcase 5–30 min update stat and real quotes	Stopwatch animation	Crisis = Leadership Ready?

WEEK 4: Solutions & Culture of Readiness

Day	Video Title	Content Overview	Format	Call to Action
Mon	3 Traits of Resilient Teams	Training, tools, clarity of roles	List-style text animation	Build your plan with BCI
Wed	What's in Your Crisis Toolbox?	SaaS, hybrid, and mobile tools	Toolkit metaphor animation	See what's working in 2025
Fri	Take the Quiz	Promote the Readiness Quiz (if available)	Fast-cut explainer video	How ready are YOU? Visit thebci.org

Interactive Infographics or Data Visualization

Formats: Web-based graphics

Topics:

- Speed of Activation by Tool Type
- Human Barriers to Communication
- Device and Platform Preferences in Crises

Embed these on the BCI website and share teasers on social media.

Interactive Infographics & Data Visualizations Campaign Calendar

WEEK 1: Speed of Activation by Tool Type

Date	Content Title	Format	Channel	Objective	Call to Action
Mon (W1)	Crisis Countdown: How Fast Is Fast Enough?	Interactive bar chart (Flourish)	BCI website / LinkedIn	Highlight speed difference between orgs with/without tools	View full infographic
Wed (W1)	28.1% vs. 11.5%: What's Holding You Back?	Animated social teaser (GIF or short video)	Twitter / LinkedIn	Tease the infographic with a single shocking stat	Click to explore
Fri (W1)	Your Crisis Comms Speed Check	Poll + link to infographic	LinkedIn poll	Encourage audience to benchmark themselves	See how you compare

WEEK 2: Human Barriers to Communication

Date	Content Title	Format	Channel	Objective	Call to Action
Mon (W2)	The Human Factor: Where Crisis Plans Fail	Interactive heatmap / stacked bar	BCI website / Blog	Show most common human barriers like outdated info, no response	Explore all barriers
Wed (W2)	Top 5 Staff Comms	Carousel or scrolling infographic	LinkedIn, Instagram	Drive awareness on	Learn how to fix them

	Failures in a Crisis			behavioral bottlenecks	
Fri (W2)	Poll: What's Your #1 Comms Challenge?	LinkedIn poll + comments	LinkedIn	Encourage user-generated content and input	Join the conversation

WEEK 3: Device & Platform Preferences in Crises

Date	Content Title	Format	Channel	Objective	Call to Action
Mon (W3)	What Tools Are People *Actually* Using?	Interactive donut or bar chart (Flourish)	BCI website / LinkedIn	Visualize tool/device usage (e.g. 96.9% mobile, 60.3% SaaS)	View full chart
Wed (W3)	From Desk Phones to Slack: The Evolution of Crisis Comms	Animated timeline	LinkedIn / Blog	Showcase shift in tools from 2020 to 2025	Explore the tech shift
Fri (W3)	Build Your Crisis Comms Stack	Interactive checklist/quiz	BCI microsite / Social share	Help users identify gaps in their toolkit	Try the stack builder

Ongoing

Date	Content Title	Format	Channel	Objective	Call to Action
Weekly	Infographic of the Week Spotlight	1 graphic from archive	LinkedIn Newsletter	Repurpose visuals from report	Browse them all
Monthly	BCI Member Toolkit Drop	Combined visual bundle (PDF + links)	Email campaign	Member engagement & downloads	Download pack

Podcast Episode or Panel Discussion

Title: “Crisis Comms in 2025: Ready or Not?”

Guests: BCI researchers, industry experts, SaaS partners (e.g., F24), and crisis managers

Topics:

- Cybersecurity's rise as a primary trigger
- Human challenges in digital comms
- Tech adoption and gaps

Host on Spotify, Apple, or as a LinkedIn Live session.

Podcast / Panel Discussion Campaign Calendar

Title: “Crisis Comms in 2025: Ready or Not?”

4-Week Podcast Promotion Calendar¹¹

Date	Content Title	Format	Channel	Objective	Call to Action
Week 1 - Mon	Announcement Teaser	Graphic + post introducing the upcoming episode	LinkedIn, Twitter	Build anticipation for the event	Save the date & follow BCI
Week 1 - Wed	Guest Reveal #1	Post featuring quote or photo of a BCI researcher	LinkedIn	Introduce first expert & establish credibility	Meet the speakers
Week 1 - Fri	Poll: Biggest Crisis Comms Challenge?	LinkedIn Poll	Engage audience & collect insights for episode	Share your thoughts	
Week 2 - Mon	Guest Reveal #2	Photo/quote of SaaS partner or tech leader (e.g., F24)	LinkedIn, Instagram	Highlight another expert voice	Learn from the best
Week 2 - Wed	Topic Preview: Cybersecurity's Rise	Audiogram or visual snippet	LinkedIn, Spotify clip	Tease a key issue covered in the podcast	Hear the insights
Week 2 - Fri	LinkedIn Event Launch	Launch event page for LinkedIn Live	LinkedIn	Drive RSVPs to live panel	Register now
Week 3 - Mon	Final Countdown Post	Carousel or animation: ‘3	LinkedIn, Twitter	Reiterate value and urgency	Don’t miss it

		Key Topics We'll Tackle'			
Week 3 - Wed	Behind the Scenes	Short clip or stills from recording	Instagram Stories, LinkedIn	Humanize the production process	Get a sneak peek
Week 3 - Fri	Reminder: Live Panel in 2 Days	Static graphic or clip	Email + Social	Push for last-minute signups	Set a reminder
Week 4 - Mon	LIVE Podcast / Panel Day	Live broadcast or premiere	Spotify, Apple, LinkedIn Live	Deliver high-impact content	Join the conversation
Week 4 - Wed	Top 3 Takeaways	Summary video or quote carousel	LinkedIn, Blog	Extend the reach of episode content	Read the recap
Week 4 - Fri	Full Episode Replay + Transcript	Podcast link + downloadable PDF	Email, Website	Maximize on-demand listening and SEO	Listen & share

Expert Blog Series on BCI Website

Titles:

- “The Human Factor: Why Tech Isn’t Enough in a Crisis”
- “The Rise of SaaS in Emergency Communications”
- “Failing Fast: What the 30-Minute Activation Window Tells Us”

Repurpose LinkedIn articles, email newsletter content, and excerpts for BCI partners.

Crisis Comms Readiness Self-Assessment

Concept: A quick self-assessment quiz: “How Prepared Is Your Crisis Communications Plan?”

- Provide a downloadable toolkit or summary score
- Drive users to explore solutions recommended in the report

[Crisis Comms Readiness Self-Assessment \(Example\)](#)

Title: “How Prepared Is Your Crisis Communications Plan?”

Instructions: Choose the option that best reflects your organisation's current state.

1. 1. Speed of Activation

How quickly can your organisation activate its crisis communications plan?

- A. Within 5 minutes
- B. Within 30 minutes
- C. Within 1 hour
- D. Over an hour or not sure

2. 2. Communication Tools

Which tools do you rely on to deliver crisis communications? (Select all that apply)

- Mobile phones
- SaaS-based emergency notification platform
- Internal email/messaging only
- Microsoft Teams, Slack, etc.
- Paper-based contact lists

3. 3. Staff Engagement

How confident are you that staff will respond promptly during a crisis?

- A. Very confident – we test regularly and update contact info
- B. Somewhat confident – occasional issues but mostly reliable
- C. Not confident – poor engagement or unreliable channels
- D. Unsure – we haven't tested recently

4. 4. Training & Testing

How often do you train or test your crisis comms plan?

- A. More than once a year
- B. Once a year
- C. Less than once a year
- D. We don't train/test it

5. 5. Backup Channels

If your main communication system (e.g., Teams, email) went down, do you have a backup method ready to go?

- A. Yes – we've tested it
- B. We have one, but haven't tested it
- C. Not currently
- D. Not sure

6. 6. Crisis Plan Ownership

Who is responsible for maintaining and updating your crisis communications plan?

- A. A dedicated crisis communications team
- B. Shared between departments
- C. An individual with other responsibilities
- D. No clear ownership

Scoring Guide

Mostly A's:  Crisis-Ready: Your plan is strong—keep it tested and updated.

Mostly B's:  Almost There: Strengthen backup plans and test engagement.

Mostly C's or D's:  At Risk: It's time for a communications overhaul.

 Call to Action:

 Download your Crisis Comms Toolkit and explore the full BCI Report for expert guidance.

Mailchimp Campaign

Crisis Communications in 2025: Manual vs. SaaS



Manual

SaaS

 **New BCI Report Reveals the State of Crisis Communications in 2025**

Despite 96.9% of teams relying on mobile phones in emergencies, 39.7% still lack dedicated crisis software.

 That's putting lives, reputations, and revenue at risk.

- Human error and outdated contact lists
- Cyberattacks now trigger 43% of crisis plans
- Teams with SaaS tools respond in half the time

The takeaway? Success depends on more than just people + process.

[Take the Crisis Readiness Quiz](#)

Plus, get your **FREE** Crisis Comms Toolkit when you complete

Structure:

- 3-part drip: Introduction → Insight → Action
- Each email links to the full report and additional BCI resources

Use engaging subject lines like:

- “Can Your Crisis Team Respond in Under 30 Minutes?”
- “Why 43% of Crises Now Start with a Cyberattack”

Carousel Posts on Social Media

Break the report into digestible carousels with bold stats and calls to action. Example:

- Slide 1: “🚨 Only 28.1% of orgs can activate in under 5 minutes”
- Slide 2: “🔒 Cyber incidents are now the #2 crisis trigger”
- Final Slide: “Download the full BCI Report to learn more”

Example

Carousel Set 1: "The Speed Gap That Could Cost You"

Slide 1:



Can Your Crisis Team Act in 5 Minutes?

Only **28.1%** of organisations can activate their crisis comms plan within that critical window.

Slide 2:



Teams Without Crisis Tools Lag Behind

Just **11.5%** of those without dedicated tools can respond within 5 minutes.

Slide 3:



Tech = Speed

Organisations using SaaS platforms are **twice as fast** at activating their crisis plan.

Slide 4:



Every Minute Counts

Delays in response can lead to miscommunication, data loss, and reputational damage.

Slide 5:



Want to Future-Proof Your Response?

Download the **BCI 2025 Report** and close the gap.



www.thebci.org

Carousel Set 2: "Cybersecurity Isn't Just IT's Problem Anymore"

Slide 1:



Cyber Incidents Are Now the #2 Crisis Trigger

From ransomware to phishing, the threat is real and rising.

Slide 2:

 **43%** of crisis plans were activated due to a cyber event in the past year.

Slide 3:

 Yet many teams still don't treat cybersecurity as a **communications priority**.

Slide 4:

 What happens when your email, Teams or Slack goes down?

Slide 5:

 The BCI Report explains how to build cyber-resilient comms.

Download now → www.thebci.org

Carousel Set 3: "The Human Factor: Your Biggest Risk?"

Slide 1:

 **61% of Crisis Failures Are Human-Driven**

It's not just tech—**staff engagement** is the #1 failure point.

Slide 2:

 Outdated contacts.

 Staff ignoring alerts.

 Lack of training.

Slide 3:

 **Engaged teams respond faster.**

Are yours ready?

Slide 4:

 The best teams combine:

 Regular training

 Clear ownership

 Updated contact systems

Slide 5:

 **Build a Culture of Readiness**

Read the full report for tips and tools → www.thebci.org

Webinar: Crisis Communications 2025 Building a Resilient Culture

This is a virtual launch event or follow-up learning session. Include:

- Key takeaways
- Case studies from report contributors
- Q&A with BCI Thought Leadership
- Webinar Outline: Crisis Communications 2025 – Building a Resilient Culture

Example

- **Event Overview**
- 📅 Date: 25/06/2025
- 🕒 Time: 10: AM GMT
- 📍 Location: Live on Zoom / LinkedIn Live / Teams
- 🗝️ Registration Link: www.thebci.org
- 🧑🏫👤 Host: The Business Continuity Institute (BCI)
- 🎤 Speakers:
 - Maria Florencia Lombardero Garcia, Thought Leadership Manager, BCI
 - Dr. Stefanie Hauer, Senior VP, F24 AG
 - Marcus Kemp, Crisis Manager, Global Logistics Inc.
 - Moderator: Claire Denton, Director of Strategy, BCI
- **Objective**
- To explore the insights from the Emergency & Crisis Communications Report 2025, with a focus on translating findings into practical actions that build stronger, faster, and more resilient communications cultures.
- **Agenda**

Time	Segment
00:00 – 00:10	Welcome & Introduction – Why crisis comms matter more than ever
00:10 – 00:30	Key Report Insights – From activation speed to cyber threats
00:30 – 00:50	Case Studies in Action – Real examples from report contributors
00:50 – 01:10	Panel Discussion – What does 'resilience' mean in 2025?
01:10 – 01:25	Live Q&A – Ask BCI researchers and industry leaders

01:25 – 01:30

Wrap-Up & Resources – How to take the next step

- **Key Takeaways**
- Understand why cybersecurity is now the #2 trigger for activating a crisis plan
- Learn how organisations using SaaS tools activate plans twice as fast
- Discover the biggest human barriers to fast, effective communication
- Explore real-life case studies of organizations building a 'resilient culture'
- Get access to tools, checklists, and training resources from BCI

Sample Q&A Prompts

- What's one low-cost improvement an SME can make to their crisis comms setup?
- What are the best strategies for maintaining accurate contact information across large teams?
- How do you measure the effectiveness of a crisis communications test?

Promotional Copy

- **WEBINAR INVITE: Crisis Communications 2025 – Building a Resilient Culture**
Join BCI and industry experts for a high-impact session revealing the most urgent trends, tools, and tactics in emergency communications.

Discover real case studies, get practical advice, and leave with tools to strengthen your plan.

 Register now: www.thebci.org

#BCI2025 #CrisisComms #BusinessContinuity #ResilienceInAction

Software, Apps and Tools Used

Software / App / Tool	Function / Purpose
Claude (Anthropic)	Report analysis and compression
Canva	Creation of infographics and Mailchimp graphic
Adobe Premier Pro	Editing of short form film content
Flex Clip	Sources images and footage
Grammarly GO	Tone adjustment, clarity refinement and grammar checking
Flourish / Tableau	Visualization of report data
Word Co-Pilot	Text formalization
Pro Writing Aid	Proofing

