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***PRESS RELEASE***

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New collaboration for incident management and crisis communication

**In connection with the Åre Risk Event on 12-14 March, the intention of cooperation between Braathens IT Solutions and Jansäter Communication will be determined. Morten Køpke, Director, Emergency Response Solutions (Braathens IT Solutions), together with Pia Jansäter, CEO and crisis expert, will demonstrate crisis solutions with high usability in various emergency situations. The conference theme is Risk and Crisis Management and it takes place at the Holiday Club in Åre.**
"We want to take advantage of each other's strengths and find synergies. Collaboration with Braathens IT Solutions will both create strength and credibility and the emergence of synergies given the documented knowledge and experience that we both have, "says Pia Jansäter.

"We are looking forward to a partnership where the conditions are optimal and the potential is huge," says Claes Kanold, Sales Director Braathens IT Solutions.

**InCaseIT - Interactive usability**Braathens IT Solutions’ strengths consist of technology and the latest generation of tools for emergency response based on the experience from several major airlines. The company has launched a new solution, Emergency Response (InCaseIT), developed with a focus on interactive usability. The solution simplifies the process of preparing for emergencies and facilitates the implementation of emergency plans. http://www.braathensitsolutions.com/

With the recently launched interactive web and app, Jansäter Communications strength is to make risk analysis to be able manage communications in an emergency on the web, phone and social media. The employees can get instructions and checklists fast and easy via their mobile phone. With an information-storing and networking Crisis web, the Crisis Group can be in constant contact with each other and other stakeholders through internal and external blogs.

2013 Åre Risk Event will focus on management before, during and after crises. Issues that will be discussed are the importance of leadership for the development of risks and how management and leadership skills can contribute to the relief and recovery from emergencies and disasters. The conference is organized by RCR, Risk and Crisis Research Center, and is a meeting place for researchers, entrepreneurs, politicians and representatives of public and voluntary organizations.

**For more information**

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