

IARC INTERVIEW ASSESSMENT

Burson-Marsteller conducted interviews with 20 participants and control room resources to gauge opinion on:

- Likelihood and relevance of scenarios presented
- Probable ally and opposition reaction to IARC publication
- Potential for prebriefings of allies and journalists
- Adequacy of current IARC communications materials
- Desired resources for local market preparedness planning

Interviews generated insights into participant's perspectives on potential strategies, vulnerabilities (corporate and individual) and preparedness planning

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