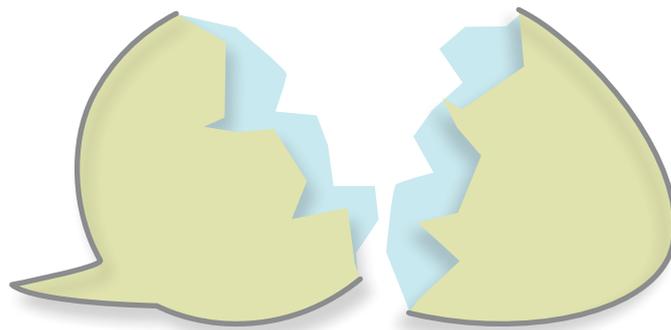


CRISIS COMMUNICATIONS

“How you respond to a crisis can enhance your corporate reputation – or further undermine it”



A crisis can emerge at any time. Crises focus attention on a company's reputation. How you respond to a crisis can enhance your corporate reputation – or further undermine it.

More than any other event, a crisis proves the worth of good corporate communications and separates the top practitioners from the rest. Experience and skills count most in a crisis.

Credible communication with the media in a crisis can be a critical factor in determining whether a “crisis” is temporary or has the potential to cause lasting damage to a company's reputation. The rise of online news and social media mean that the potential for bad news and false information to spread has increased exponentially.

Planning ahead and monitoring how issues develop is an important way of avoiding crises.

Such a strategy can decrease risk and identify or contain potential threats.

During a crisis, the situation moves rapidly and the unexpected becomes routine. The ability to react quickly, bring together the key decision-makers and deliver unified messages are the keys to successful management of a crisis. It is important to have a plan in a crisis, but it is also vital to know when to diverge from it.

Crises also demand effective and timely communication with many different stakeholders with varying agendas: media, government, regulators and the general public.

We can assist clients in understanding the potential reputational risk of a crisis, show them paths to a successful resolution and help avoid or repair reputational damage.

CRISIS COMMUNICATIONS

Why FIRST Advisers?

Our expertise and track record in strategic crisis management is second to none.

FIRST Advisers has substantial, direct experience in managing media relations during many crises: from product recalls, extortion attempts, industrial accidents and OH&S issues to crises in market confidence.

We have experienced and responded to crises as in-house corporate affairs executives, external media strategists and journalists. Collectively, our team has spent more than half a century advising and assisting listed and non-listed companies, CEOs and boards on their media strategies.

What we offer

- Media engagement strategy and media monitoring during crises, including monitoring online and social media networks
- Drafting media releases and holding statements, Q&A documents and online communications
- Advice on communicating with stakeholders, including customers, employees, regulators, government and advocacy groups
- In-depth issues mapping and stakeholder analysis
- Acting as your corporate spokesperson or coaching corporate spokespeople for media interviews
- Developing crisis communications plans and disaster recovery plans
- Scenario workshops

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FIRST-ADVISERS

Investor Relations
Corporate Communications
Transaction Communication Services
Digital and Document Design
Shareholder Analytics
Proxy Solicitation

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