

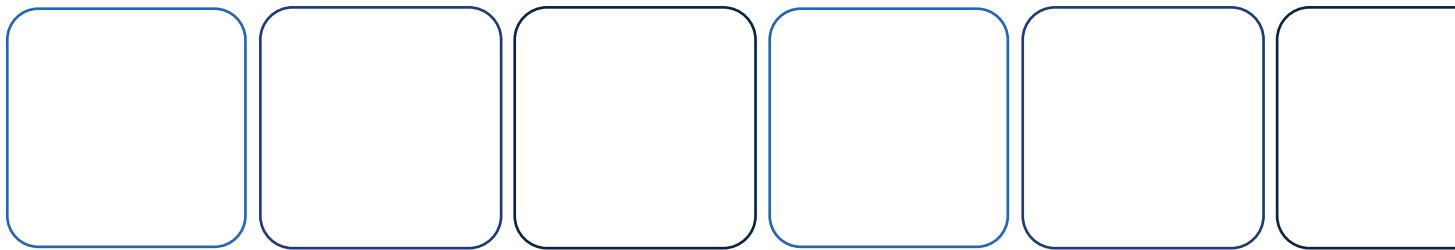
# CRISIS AND LITIGATION COMMUNICATIONS



## Your On-Call Crisis and Litigation Support Team

In today's fast-moving social media environment, every organization exists in a state of pre-crisis. Seemingly minor issues can quickly escalate to become major reputational threats. Brand equity can be lost overnight; valuations can plummet within minutes.

Your company's initial response to a crisis or litigation situation sets the tone for how others judge your organization and will have a significant impact on the ultimate outcome. CSI offers a full range of Crisis and Litigation Communications Services, starting with a seasoned team of crisis and litigation communications experts who are on-call to our clients, 24/7.



# WHAT'S YOUR STATE OF CRISIS READINESS?

CSI's Crisis and Litigation Communications team offers a broad range of support that is customized to your company, its industry, and the specific issues you're dealing with.



## Crisis Communications Services

### Crisis Preparedness

- We work with you to develop actionable crisis plans
- Services include risk assessment, scenario planning, message development, spokesperson preparation and effective social media policies

### Rapid Response Team

- A senior team with high-stakes, high-profile experience
- Prepared to work on-site to support legal and communications teams

### Dealing with the Media

- We help shape the narrative and use media strategies to tell your side of the story

### Engaging Your Stakeholders

- Customers, employees, shareholders, suppliers and others can be misinformed through social media and other rumor sources
- We help keep your stakeholders informed of the facts

### Media Spokesperson Training

- In crisis situations, business leaders are often thrust into the media spokesperson role
- We help you become an effective "face" of the organization, delivering key messages and critical information, while also conveying the organization's values and commitments

### Risk Assessment

- Understanding how you might be vulnerable to a crisis before it happens
- Review policies that govern conduct and procedures that guide your crisis response



# Litigation Communications Services

## Litigation Communications Strategies

- Scenario planning and response materials so you're prepared for a range of legal outcomes
- A tandem combination of litigation psychology consultants and communications experts to ensure the communications strategy supports litigation goals

## Media Relations and Social Media Management

- We can train your spokesperson or act in the spokesperson role
- We create the full range of media materials: news releases, statements, backgrounders, white papers, litigation websites and social media strategy and content

## Psychology-Based Research Methods

- Our consultants utilize science-based methods to ensure that public communications are informative and persuasive—and align with trial strategy

## Key Witness Readiness Assessment

- Unexpected testimony can be catastrophic in litigation
- Bad depositions can make small cases large
- Bad trial testimony can lead to inequitable settlements, baseless awards, and at times, damaging headlines
- Our consultants specialize in identifying at-risk witnesses





## Litigation Communications Services (continued)

### Key Witness Skills Training

- Witness training provides a witness with the skills necessary to remain poised, thoughtful, and in control under the pressures of actual testimony
- Our consultants work in concert with standard preparation activities by counsel
- When witness training is done properly, it is reliably transformative

### Litigation Evaluation and Strategic Messaging

- In litigation, surprises can happen at any time
- Our consultants work with counsel and key witnesses to identify the themes and narratives most likely to govern how a future jury would react to the fact pattern and key witnesses, and what can be done to position your team for success



### We Partner with You

The goal of our Crisis and Litigation Communications team is to **enhance**, and not replace, your internal resources. By partnering with us, you'll have access to **experienced and knowledgeable specialists** who are ready to help you respond effectively in an emergent situation.





Crisis Communications

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