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CRISIS MANAGEMENT IN THE DIGITAL AGE

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OH, HELLO.

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DIGITAL CRISIS PLANNING & RESPONSE

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DIGITAL AGE OPPORTUNITIES THREATS ONLINE RISKS

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REPUTATIONS BRANDS PROFITS BOTTOM LINE

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**ORGANIZATIONS NEED TO
PLAN FOR A CRISIS BEFORE IT
STRIKES, AND THEY NEED TO
BE READY TO ACT WHEN IT
DOES.**

crisis

IT'S A MATTER OF WHEN, NOT IF.

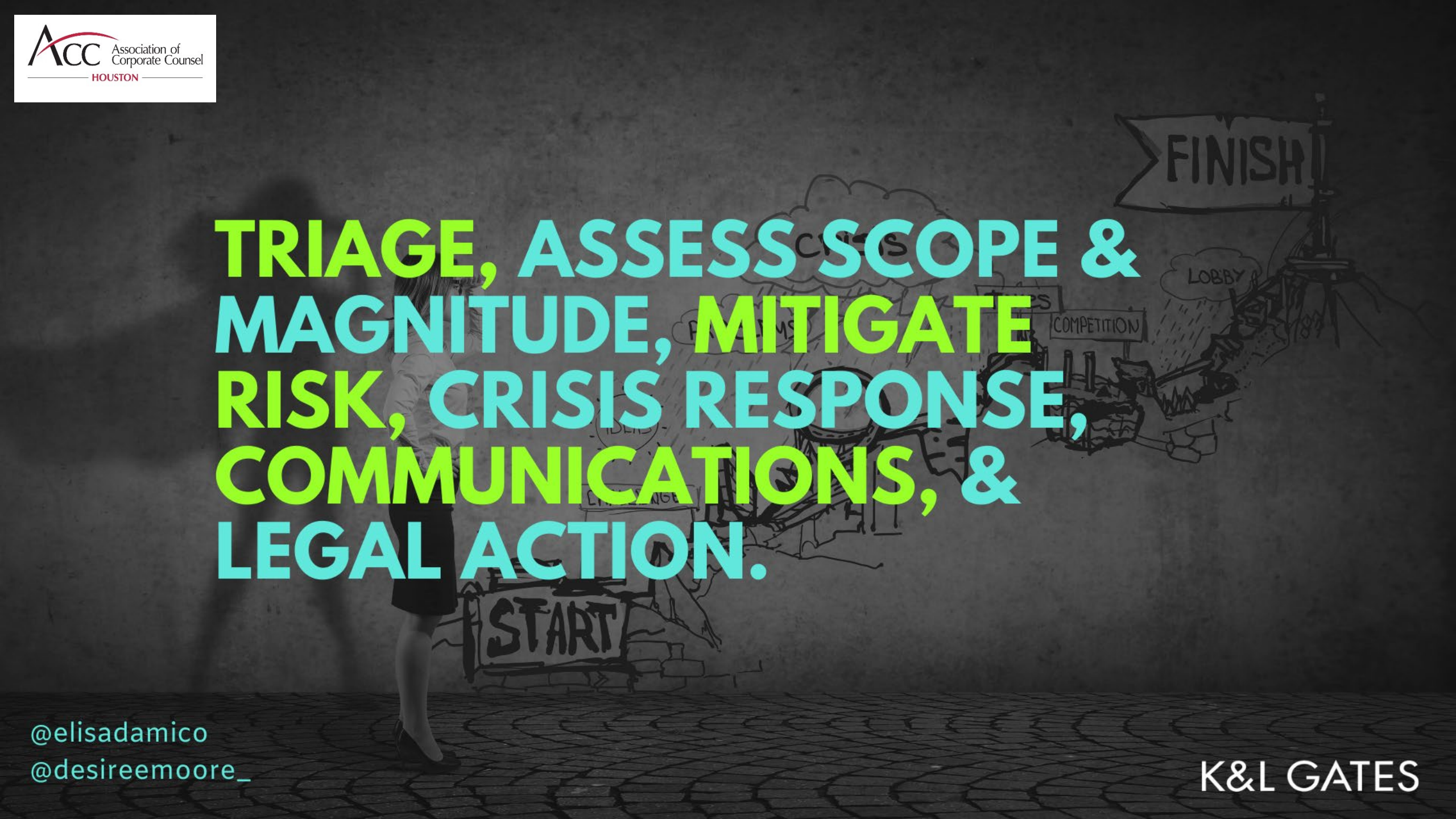
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CLIENTS NEED A TAILORED SOLUTION TO FIT THEIR SPECIFIC BUSINESS NEEDS.

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**TRIAGE, ASSESS SCOPE &
MAGNITUDE, MITIGATE
RISK, CRISIS RESPONSE,
COMMUNICATIONS, &
LEGAL ACTION.**

THE DCPR PROCESS



CONSULT . GUIDE . IMPLEMENT . MANAGE . SUPPORT

PROACTIVE



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REACTIVE

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CASE STUDIES

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CASE 1: **RELIGIOUS ORGANIZATION** **SEXUAL HARASSMENT**

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On Air

CASE 2: HIGH-PROFILE INDIVIDUAL INSENSITIVE COMMENTARY

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CASE 3: **PUBLIC COMPANY** **UNOFFICIAL SOCIAL MEDIA** **PAGE**

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CASE 4: FOOD COMPANY VIRAL VIDEO



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TAKEAWAYS

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1 PROACTIVELY MONITOR.



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2 ASSESS CRISIS SCOPE & MAGNITUDE.

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3

**ATTORNEY-CLIENT
PRIVILEGE IS POWERFUL.**

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4 PRESERVATION IS CRITICAL.

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A grayscale photograph of a hand moving a chess piece on a checkered board. The hand is holding a dark-colored king piece and is in the process of moving it to a light-colored square. Several other chess pieces, including pawns and a knight, are visible on the board in the background.

5 ASSESS AVAILABLE LEGAL REMEDIES.

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dCPR

We clean up the mess so you can get back to business.