



# Crisis and Issues Management

---

For immediate support or to speak to an expert call 020 7618 9100 or email [crisis@luther.co.uk](mailto:crisis@luther.co.uk)



***This document has been updated in light of the Coronavirus.** It includes details about how we can provide extensive support remotely, including virtual training.*

# Our services

A crisis is any event which disrupts, or threatens to disrupt your organisation's key relationships. Almost inevitably it will involve or attract widespread and probably damaging attention - from the media and from key audiences such as your customers, shareholders, politicians or trade unions.

At Luther Pendragon we understand that preventing and managing crisis is central to sustaining an organisation's value and reputation – in short, its brand. Vital to this objective are the responsiveness and flexibility of its communication package, the crucial link with external stakeholders and the outside world.

**Luther Pendragon provides a full range of issues and crisis management services** →



## Crisis Preparation

We audit your state of readiness and help you prepare strategic responses to potential crises and issues that can be put into action at short notice.



## Crisis Training

We prepare your team for media interviews, social media engagement and stakeholder presentations, and run exercises to support scenario planning.



## Crisis Support

We provide monitoring, advice and support, working alongside your incident response team throughout any crisis situation.

# Crisis Preparation



Producing a crisis communications manual, procedures and protocols

***Luther can undertake a comprehensive audit of your plans, materials and media handling capabilities. We collate relevant materials including:***

- existing processes, protocols and policies, including business continuity plans;
- public statements and stakeholder communications;
- legal advice; and
- guides to media handling and lines of responsibility.



***Based on this work and discussions with your key stakeholders we can produce a crisis communications manual that includes:***

- protocols for convening an incident response team;
- decision making protocols and hierarchies;
- a set of strategic principles with which to approach any crisis communications;
- media and social media protocols;
- a table of potential issues and crisis scenarios and high level action plans for each; and
- a matrix of important stakeholders and the channels through which they can be reached.

# Crisis Training



Training spokespeople and the incident response team

***Luther provides both media training, to prepare spokespeople, and scenario simulation workshops, to ensure crisis management procedures are understood throughout your organisation and work effectively when put into practice.***

Crisis and issues training can include:

- press and broadcast interview techniques;
- advice on pre-recorded and live opportunities, including press conferences;
- virtual media and scenario training sessions using Skype or Zoom
- personal presentation techniques;
- journalist tricks of the trade;
- select committee training;
- advice on engaging online during a crisis; and
- guidance on handling direct stakeholder engagement meetings.

***Scenario simulation workshops are developed on a bespoke basis depending on your requirements.***

Workshops usually involve a desktop exercise in which key members of staff work through a realistic crisis scenario. This is an opportunity to test the effectiveness of the crisis communications manual in a safe environment, and ensure the processes and protocols included are both understood by staff and practical and appropriate.

# Crisis Support



Supporting your incident response team throughout a crisis

***Luther can provide media and wider communications support as specific crises occur. This can include:***

- amending the crisis communications manual to include incident specific team contact details, key messages, Q&A and holding statements for the media;
- acting as your organisation's press office;
- advising on and drafting statements and other written materials on your behalf and before liaising with the incident response team on content and approvals;
- monitoring online media outlets and social media channels; and
- setting up a dedicated 24/7 response team to support you throughout a crisis or to help manage an issue.

***Our team has handled a wide range of crises and issues across numerous business sectors. We have:***

- Helped recruitment firms that placed inappropriate staff into positions of responsibility.
- Supported charities in crisis situations involving vulnerable people.
- Helped local authorities deal with political attacks and community demonstrations.
- Supported property companies planning for and managing threats to business continuity.
- Helped outsourcing firms facing media interest in their provision of sensitive public services.
- Led crisis programmes for schools dealing with the aftermath of child safeguarding failures.

# Fees

---

By its nature, it can be hard to predict the precise cost of crisis management work. However, we provide services at a fixed project cost where we can and charge on a flexible hour-by-hour basis where the parameters of the work are uncertain.

Our fees are tailored to client requirements, so please contact us so that we can provide you with an estimate.



## Crisis Preparation

This is charged as a fixed project fee, based on the amount of work required.



## Crisis Training

This is charged as a fixed project fee, based on the nature of training required.



## Crisis Support

This is charged at an hourly rate, based on the time we spend on the work.

# Recommendations

“ They quickly get to grips with complex issues and understand how they will be perceived and interpreted by concerned parents, professional audiences and the media. They are a pleasure to work with. ”

*Lord Carlile*  
of Berriew Q.C.

“ I feel fully assured that the team will help us do all we can to prepare for every possibility and we all sleep easier knowing they are just a phone call away. The team open our eyes to potential risks and advise on strategies to deal with them that would never have occurred to us on our own. ”

*Sarah Maguire*  
Chief Executive of Choice Support

“ Thank you for the very useful media training. I learnt a lot, and whilst I feel I would need more preparation and advice before jumping in the deep end, it has definitely got me on the learning curve! ”

*Senior Investment Principal*  
Wellcome Trust

“ Thanks so much for joining us and for leading us through the scenario exercises. Both of them felt very relevant and they engaged the group in a different way from the other sessions. I'm so glad we did them and you were great. ”

*Rockefeller*  
*Foundation*

# Contact us

For immediate support or to speak to an expert:

 020 7618 9100

 [crisis@luther.co.uk](mailto:crisis@luther.co.uk)

*Copyright and all other intellectual property rights in this document and all material in or provided with or pursuant to it belong to Luther. All documents and materials are provided in confidence and may not be used, copied or adapted in any way without the prior written consent of Luther. In viewing the material, information, concepts, ideas and proposals within the documents and materials you acknowledge they may only be used for the evaluation of the proposals put forward and may not be disclosed other than to employees of Luther for such purpose unless and until a written agreement is entered into with Luther. This and all related documents and materials provided by Luther shall be immediately returned to it at its first request.*