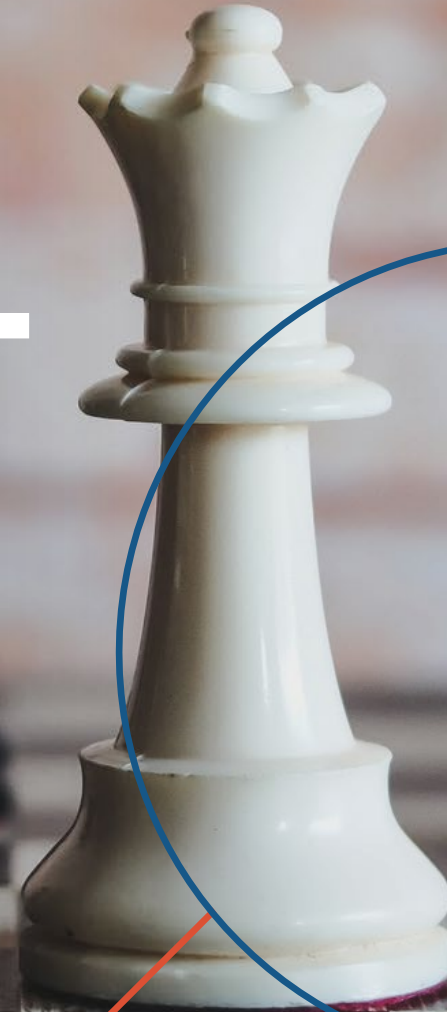




FLEISHMANHILLARD
CRISIS & ISSUES

CYBER INCIDENT PREPAREDNESS AND RESPONSE





Cybersecurity is everyone's problem

Data breaches and cyberattacks are a fact of life for organisations today and sadly, it's largely not a case of 'if' but 'when'.

With the huge increase in ransomware attacks globally, the operational and reputational challenges facing organisations have never been greater.

While threat actors continue to evolve their tactics, with an increasing focus on causing reputational damage, it's critical that businesses evolve their approach to crisis preparedness, to enable them to respond effectively should they find themselves on the receiving end of a ransom note.

Our perspective

Crisis communications are underpinned by a culture that appreciates the value of reputation

1

Clear, consistent and accurate information is vital. Do not engage in speculation of any sort and avoid over-communicating when you have nothing new to share.

2

Communications should focus on transparency – stakeholders need to see you as a credible source of information, responding to the incident professionally and responsibly.

3

If you fail to communicate effectively, your reputation may suffer regardless of the positive steps you have taken from a technical or legal perspective

4

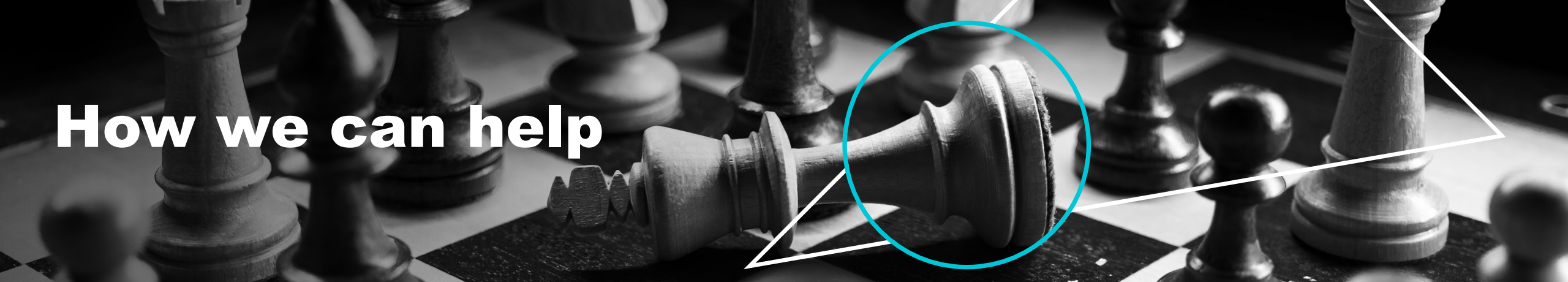
Considering timing and audiences is vital – more than saying the right thing you need to say it to the right people at the right time.

5

Crises are ultimately managed by people and simulations can prepare them ahead of time, particularly for the tough decisions you might face in real life.

6

A strong cyber response is cross-functional and strategic. It is critical for clients to engage the necessary players from the outset to potentially limit reputational and commercial impact in the long term.



How we can help

CYBER PREPAREDNESS

- Communications risk assessment
- Cyber Playbooks
- Crisis response planning:
 - Team/roles
 - Process/protocols
 - Resources/systems
- Template communications
- Crisis response & media training
- Cyber simulations

INCIDENT RESPONSE

- Rapid response team support
- Message and FAQ development
- Stakeholder mapping and engagement
- Media relations counsel
- Full service press office
- Real time media/social monitoring
- Spokesperson preparation
- Crisis communications counsel

REPUTATION RECOVERY

- Reputation audit & repair plan
- Monitoring and response
- Stakeholder relations
- Litigation communications
- Workplace culture changes
- Post-crisis reviews

About us

The FleishmanHillard Network

80+ OFFICES

in more than thirty countries

founded
1946

24/7
CRISIS
LINE:

+44 (0)208 618 1736
crisisuk@fleishman.com

150+
crisis
counsellors

2,300+
employees worldwide



ARC™ Certification

OUR PROPRIETARY PROCESS

FleishmanHillard's proprietary approach to preparing for criticism, controversy and crisis adds a disciplined process to readiness. It involves anticipating and preparing for potential scenarios in a manner that creates a foundation for applying our A.R.C.™ (Assess. Resolve. Control.) Methodology in responding to actual critical scenarios.

The FleishmanHillard network hosts 150+ ARC Certified Crisis Counsellors across the globe.

Our team



Judith Moore



Nic Daley



Hannah Cambridge



Juliette Monnet



James Dann



Judith Moore

Senior Partner & Managing Director, Corporate, EMEA Crisis Lead

Judith has more than 20 years of experience in communications, working both agency and client side. In issues and crisis, Judith has worked with a broad range of corporate clients across sectors including FMCG, food and drink, aviation and leisure.

At FleishmanHillard, Judith manages the agency's global relationships with insurer and claims management companies in respect of breach response and in this roles, is responsible for co-ordination of response across multiple markets.

Judith has led a large number of breach incident responses, including advising a well-known airline who was breached by a highly sophisticated source. A particular focus for Judith over the last 18-months, has been advising clients on the communications response following a ransomware incident. Judith has advised across business and organisations of varying sizes and sectors including professional and financial services, manufacturing, education, legal and consumer goods.

In addition, she also works closely on the planning and preparation side, and has been part of a number of crisis simulations at Board level.

judith.moore@fleishman.com
+44 (0)7860 607696



Hannah Cambridge

Director, Co-head, Crisis & Issues UK

Hannah is an A.R.C.TM accredited crisis counsellor and has extensive experience in crisis and issues communications, working to protect brand reputation in the face of some of the most challenging threats.

Hannah's academic background in the Law makes her adept when working at the intersection of communications and legal process or government scrutiny, and an ideal partner for a multifunctional response team. She provides pragmatic counsel, with a solutions focussed approach that will address both the immediate and longer term challenges.

As the UK continues to see an increase in ransomware incidents, Hannah has led the communications response for many impacted organisations, including those with extremely complex and sensitive stakeholder relationships.

Away from ransomware, Hannah continues to work on one of the UK's most high profile cyber incidents and has led the communications around many broader malware, spyware and data breach incidents.

Beyond cyber response Hannah works on matters such as workplace culture issues and employment disputes, fatalities, Public Inquest, Public Inquiry, litigation, business restructure and closure and white collar crime.

Previous client experience includes, Tata Consultancy Services, Manchester Arena, Sodexo, Samsung, Swissport, SC Johnson as well as many retailers, professional services brands and educational institutions.

hannah.cambridge@fleishman.com
+44 (0)7976 927 467



Nic Daley

Director, Co-head, Crisis & Issues UK

Nic has advised many global, US and UK (FTSE-listed) organisations on issues and crisis communications including Associated British Foods, Compass Group, GSK, Huawei, Intel, LG, P&G, Spotify, Shell, and WWF (Worldwide fund for Nature).

He has extensive experience of cyber security-related crises, including cyber attacks, nation state threat actor intrusion, data breaches, high-profile and multi-million pound ransomware and extortion demands. He has led the communications response to cyber incidents in a range of sectors including healthcare, education, technology, finance, law, aviation, consumer goods, and more.

More broadly, Nic has led crisis response on a variety of issues including: product recalls, redundancy and restructuring, industrial disputes, emergency response incidents, brand attacks by news media/environmental campaigns, and several high-profile court cases.

Nic has experience of working with multinationals, SMEs, and charities, as part of short-term crisis activations, on-the-ground response or as part of client-side communications teams – seeking to manage the initial issue or incident and restore and manage long-term brand reputation. A former news journalist, he also runs crisis preparedness training and crisis simulations.

nic.daley@fleishman.com
+44 (0)7979 851132

A black and white portrait of Juliette Monnet, a woman with dark hair, smiling, wearing a dark turtleneck and hoop earrings.

Juliette Monnet

Associate Director, Corporate & Crisis

Juliette delivers crisis and issues management for organisations across a number of sectors, from food & drink, to education and healthcare. She is a core member of the Ferrero press office team, where she advises the company on how to manage a number of issues, including announcing retail closures, defining their position on plastic packaging, and responding to a petition from a European campaign organisation on their supply chain.

She also leads the crisis account for Alliance Medical, where she helps the business navigate sensationalist headlines when production issues result in cancer patients having their appointments cancelled.

On top of her retained accounts, Juliette works closely with FleishmanHillard's legal and insurance partners offering crisis counsel on a broad range of issues, from cyber security incidents to police investigations and health and safety court hearings.

juliette.monnet@fleishman.com
+44 (0) 7510 153 737



James Dann

Account Director, Crisis & Issues

James has experience handling reputational issues across a wide range of household name brands and often manages crises on behalf of clients. He has extensive expertise in leading the communications response to cyber incidents, ransomware attacks, data breaches and DDoS attacks.

More broadly, James brings a wealth of experience in sustainability and environmental communications. He has worked with energy and pharmaceutical companies such as Shell and Bayer providing responses to challenging issues, insights around sustainability reporting and advice about corporate lobbying.

He also counsels senior leaders during times of crisis, having worked on many issues including: media investigations, supply chain issues, brand attacks by NGOs, restructuring and responding to social media backlash. James has experience of media engagement, crafting communications and delivering data-led reports or audits.

james.dann@fleishman.com
+44 (0)7788667772



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THANK YOU

Please contact crisisuk@fleishman.com

