

Crisis Management for Attorneys & Their Clients

Traditional media and social media leap on stories like these:

Sexual misconduct...data theft...OSHA & discrimination complaints...
active shooter situations...accusations of fiscal mismanagement...employee fraud...
product defects...activist attacks...environmental events...industrial accidents...
management transitions...community outrage...regulatory issues...
and The Wall Street Journal is holding on line 3 looking for comment

As almost any general counsel of a large company will tell you, legal controversies today are tried in the Court of Public Opinion — at least as much as in any Court of Law. Every organization, especially large, publicly-traded corporations, has much to gain (or lose) by the way a legal controversy is positioned in the media. **Because the value of a company's reputation is immeasurable — and perhaps its largest uninsured asset** — a corporation loses when the brand image is tarnished, even if the corporation technically wins at trial. Furthermore, since most legal controversies are settled prior to trial, the Court of Public Opinion has arguably become the most important battleground affecting not only good will and market share, but legal bargaining power and settlement negotiations. Managing this battleground, therefore, has become integral to many corporations' legal strategies.

— Georgetown Journal of Legal Ethics



Facebook, Twitter, Instagram, Snapchat and YouTube are now the places where a reputation built up over years of good work can be shattered in an instant. In a split second, attorneys can find themselves in a position where they need to know how to manage a crisis situation.

Especially in today's world of "gotcha" journalism, "managing the message" is a necessary skill set for attorneys, as well as CEOs, government leaders and executive directors.

This fast-paced talk by veteran crisis management and communications specialist Bruce Hennes, from Hennes Communications in Cleveland, Ohio, will focus on a highly strategic approach to crisis management and crisis communications for a wide variety of situations, offering methods to establish and maintain "control of the message," enabling attorneys to help their firms and clients move messages forward or mount a defense against an outraged public, unhappy customers or a sudden press onslaught.





Managing Partner, Hennes Communications

Bruce has 35 years' experience working in politics and public relations. Current and former clients of the firm include:

- Avery Dennison
- Cleveland Host Committee for the 2016 GOP Convention
- Lubrizol
- ThyssenKrupp
- Evonik
- Kent State University
- Oberlin College
- The Greater Cleveland Regional Transit Authority
- Northeast Ohio Regional Sewer District
- National Aeronautics & Space Administration (NASA)
- Scores of law firms, municipalities and school districts across the U.S.



Hennes delivered this seminar for three successive years as a plenary for the **American Bar Association's Leadership Conference**, in addition to similar seminars for:

Associations

- Alabama League of Municipalities
- Alabama State Bar Association
- American Association of Corporate Counsel
- American Bar Association Leadership Institute
- American Public Power Assoc Regulatory & Law Conference
- Case Western Reserve University College of Law
- Cleveland, Columbus, Akron, Cincinnati & Toledo Bar Associations
- Cuyahoga County Law Directors Association
- Federal Bar Association
- Greater Cleveland General Counsel Association
- International Municipal Lawyers Association
- Lake, Lorain, Medina and Stark County Bar Associations
- Maritime Lawyers of the United States
- National Association of Bar Executives
- National Conference of Bar Presidents
- Northeast Ohio Law Directors Association
- Ohio Attorney General's Conf. for Univ. Attorneys
- Ohio Prosecuting Attorneys Association
- Ohio State & Nevada State Bar Associations
- Queens County Bar Association
- Universities of Akron and Toledo Law Schools

Law Firms

- Baker Hostetler LLP
- Benesch Friedlander
- Brennan, Manna & Diamond
- Buckingham, Doolittle LLC
- Calfee, Halter & Griswold
- Davis Graham & Stubbs
- Eastman & Smith LLC
- Frantz Ward
- Hahn Loeser & Parks LLP
- Ice Miller LLP
- Jones Day Reavis & Pogue
- Kohrman, Jackson & Krantz LLP
- Porter Wright LLP
- Reminger
- Roetzel & Andress
- Squire Patton Boggs
- Taft, Stettinius & Hollister LLP
- Thompson Hine LLP
- Tucker, Ellis LLP
- Ulmer & Berne LLP
- Walter & Haverfield LLP
- Weston, Hurd LLP
- Wheeler Trigg O'Donnell

Bruce Hennes serves on the executive committee of The Cleveland Metropolitan Bar Association and is recipient of the bar association's first-ever President's Award. He is also an adjunct professor in the Levin College of Urban Affairs at Cleveland State University, on the board of the Cleveland Leadership Center and a member of The Press Club of Cleveland.

Hennes Communications

Hennes Communications is one of the few agencies in the U.S. focused exclusively on crisis management and crisis communications. Serving corporations, government agencies, educational and healthcare institutions and nonprofits that are "on trial" in the Court of Public Opinion, Hennes Communications also offers media training and litigation communications support to their clients. For more information, please visit www.crisiscommunications.com.

