

# The Crisis Comms & Reputational Risk Conference Programme

**08.30 Registration, Morning Coffee & Objective Setting**



**09.00 GIC Welcome & Morning Chairs' Opening Remarks**

Antony Tiernan  
Director of Communications & Engagement  
**London Ambulance Service**



William McSheehy  
Head of External Communications  
for Global Commercial Banking  
**HSBC Holdings Plc**



## **CRISIS: PLAN, PREPARE, ACTION!**

### **Plan, Prepare & Action: Ensure Your Business Is Ready For Anything With A Best-Practice Crisis Plan Of Action**

- When did you last dust off your crisis plan? Ensure up-to-date strategies by scheduling timely updates and adjustments
- Real-life best practice examples: the dos and don'ts!
- Creating solid crisis strategies that suit your business - not one size fits all!
- Keep up with the times! Anticipating key trends and potential crises that may affect your business for adaptable and flexible crisis plans

**09.20**

#### **PERSPECTIVE ONE:**

Phil Groves  
Deputy Director, Strategy, Operations & Incident Response  
**NHS England & NHS Improvement**



**09.40**

#### **PERSPECTIVE TWO:**

Andrea Riepe  
Global Issue & Crisis Manager  
**Reckitt Benckiser**



HEALTH ▸ HYGIENE ▸ HOME

## CRISIS PLANNING & LESSONS LEARNT! PANEL DISCUSSION & Q&A

### 10.00 **Did It Really Go To Plan? Evolving Your Crisis Plan For Fit-For-Future Strategies Which Meet The Needs Of Future Business & Customers**

- From cyber-attacks to internal scandals to natural disasters, how can you ensure your company is prepared for anything?
- Just how much did the blueprint end up differing from the plan in action? Real-life stories of what really happened
- Stay ahead of ever-evolving cultural shifts, customer behaviours and tech updates with 'new-and-improved' innovations to enhance your crisis plan
- What are the basics on your crisis plan checklist? What did you add to your toolkit after your last brush with the unexpected?

Tim Field  
Business Resilience  
**Instinctif Partners**

**INSTINCTIF**  
PARTNERS

Catherine Steele  
Group Corporate Affairs Director  
**Vodafone**



David Morris  
Communications Director  
**GE UK**



Bieneosa Ebite  
Group Co-Deputy Head of Corporate Communications  
**Centrica Plc**

**centrica**

Chris Wynn  
Director of Communications  
**Ofcom**

**Ofcom**

Andrew Cocks  
Head of Communications Strategy  
**O2**



Lindsay Complin  
Director Of Communications  
**British Heart Foundation**



## 10.40

## Refreshment Break With Informal Networking



### CRITICAL TIMING

#### 11.10 Quick-To-Deploy Initial Responses, Messages & Communications For The Critical Hours Of Crisis

- Don't let the story run away from you! Stay on top by actioning crisis plans quickly, at any time, day or night
- The first response! Protect your business by handling the initial yet critical hours with speed and accuracy
- Collaborating with wider departments including legal and compliance for quick, compliant responses
- In the world that never sleeps: what tools and technologies can help your business monitor crisis 24/7?

Richard Griffiths  
Head of Project Communications (Western)  
**Network Rail**



### CASE STUDY

#### 11.30 The Role of Corporate Affairs in a world of Media Anarchy

- The New Normal – the current social and business context
- A new role is required – The Connecting Leader
- Can Corporate Affairs step up to the challenge?
- Experience and the right intelligence
- The future is bright... (for some)

Alberto Lopez-Valenzuela  
Founder & CEO  
**alva**



## REPUTATION, REPUTATION, REPUTATION

### 11.45 The Story Of How Openreach Moved From A Brand In Crisis To A Brand With An Identity & The Confidence To Take Credit For The Work It Does Across The UK

- What were the steps taken to manage and safeguard corporate reputation when crisis was at its worst?
- As a brand, how did Openreach then put things right and rebuild trust with its customers, employees and the wider community?
- What are we doing right now, and plan to do in the future, to be proactive in our work as a Corporate Affairs function and speak more directly to the consumer to enhance our reputation from further damage after experiencing a crisis

Catherine Colloms  
Director Corporate Affairs & Brand  
**Openreach**

openreach

## REPUTATION THOUGHT LEADERS - PANEL DISCUSSION & Q&A

### 12.05 From First Response To Business As Usual, Practical Approaches To Recover Corporate Reputation & Come Out Stronger

- From putting your hands up to hoping it blows over, what approaches have you found work best to survive in the public eye?
- When you think there is no way up? What were the steps you took when your company reputation hit shaky ground, and when did you see the light at the end of the tunnel?
- 3 days, 3 weeks, 3 months: as the crisis unfolds, what are the key interventions to ensure reputational recovery as the company returns to business as usual?

Martin Cottingham  
Director of External Relations & Advocacy  
**Islamic Relief Worldwide**



Stacey Stothard  
Head of Corporate Communications  
**Skipton Building Society**



Hannah Boulton  
Head of Press & Marketing  
**British Museum**

The British  
Museum

Andrew Whyte  
Director of Communications  
**Financial Conduct Authority**



## 12.45 Lunch & Informal Networking For Delegates, Speakers & Partners

### 13.15 Informal Peer-To-Peer Discussions

Please Feel Free To Join Any Of The Discussions Below That Are Of Interest To You

#### A) Blended Communications

Anders Nilsson  
Head of External Communications  
**GoCo Group plc**



#### B) International Crisis

Andrea Riepe  
Global Issue & Crisis Manager  
**Reckitt Benckiser**



#### C) Rebuilding Reputation

Simona Sikimic-French  
Head of Media & External Relations  
**Islamic Relief Worldwide**



## 13.45 Afternoon Chair's Opening Remarks

Richard Scott  
Executive Director, Corporate Affairs  
**Virgin Trains**



## EFFECTIVE MESSAGING

### 14.00 Clear Messaging Which Effectively Communicates The Company Narrative Before, During & After A Crisis & Mitigates Reputational Damage

- Cut through the noise: ensure your messages stand out by tailoring your message to resonate with the right audiences
- Is honesty the best policy? Balancing transparency with oversharing in your messaging
- Stop sending out mixed messages: make sure spokespeople are well informed to confidently deliver your crisis message
- Leveraging positivity to rebuild brand reputation after crisis

Christina Choudhury  
Director, Communications  
**Barclays**



## CASE STUDY

14.20

**Crisp Thinking**



## GOOGLE 'FAKE NEWS' - MOMO CASE STUDY

### 14.35 Responding To Crises That Don't Exist: Combatting Fake News

YouTube share the fallout of the Momo incident which shook parents and shocked the nation earlier this year.

Zayna Aston  
Head of YouTube Communications for Europe,  
Middle East & Africa  
**YouTube**



## SOCIAL MEDIA STORM - PANEL DISCUSSION & Q&A

### 14.55 Take Control Of A Social Media Crisis & Maintain A Successful Reputation

- Crisis at the speed of Twitter! Effectively handling crisis and taking control of your company narrative when everyone has a camera, an opinion and is online
- The fundamental tools and first-alert technologies for monitoring and identifying crises and responding to a social media storm
- Leveraging social media channels as a tool to take control of your company's narrative at any stage of a crisis
- From social media faux pas to oversharing CEOs, preventing social media being the cause of crisis, and how to navigate and limit damage as quickly as possible
- Investigating the positive and negative impact of influencers on brand reputation and their role as a catalyst or solution of crisis

Richard Griffiths  
Head of Project Communications (Western)  
**Network Rail**



Kate Levine  
Global Director of Activism & Communications  
**The Body Shop**



Laura Gurnett  
Head of Consumer PR  
**Smart Energy GB**



Fergus Campbell  
Head of PR  
**Gumtree**



James Banks  
Head of External Relations (EMEA)  
**AECOM**



## 15.25 Refreshment Break With Informal Networking



### EMPLOYEE COMMUNICATIONS

#### 15.55 Engaging Employees Through Every Stage Of Crisis To Respond Effectively & Maintain Community

- Consistency is key: streamline your response across the business by keeping everyone in the loop and aware of their role to play
- Are your employees prepared? Tips on training employees from cashiers to c-suite with the skills to respond to crisis
- Don't let the minority ruin it! Educating high-profile employees to ensure poor behaviour doesn't damage company reputation
- Employees are the heart of any successful business! Practical steps to keep staff happy during and after crisis

Daniel Rossall Valentine  
Head of Engineering Talent Project  
**The Royal Academy of Engineering**



### STAKEHOLDER ENGAGEMENT

#### 16.15 Crisis Doesn't Happen In A Bubble! Identifying & Engaging Internal & External Stakeholders Before, During & After A Crisis For Effective Incident Handling & Long-Term, Collaborative Relationships

- Clearly mapping key stakeholders from within and outside the business to simplify complex networks and really understand how all main players might be impacted
- Identifying and preparing key communications and channels to effectively keep all major stakeholders in the loop and ensure all crisis protocols and plans are followed to the letter
- Managing internal stakeholders needs and expectations to align behind one quick-to-execute, cohesive, multi-departmental crisis management strategy

Claire Hughes  
Head of Corporate Affairs & Advocacy  
**AB Agri Ltd**



## MEDIA INVOLVEMENT

### 16.35 Successfully Navigating Media Involvement During A Crisis To Safeguard Reputation

- Break through and utilise the right channels to communicate effectively with the media when a crisis transpires
- Take control of the crisis before the media does! Early warning signs to spot a crisis before the media
- Practical steps to successfully deal with the media and ensure the appropriate people are involved to safeguard company reputation

Anders Nilsson  
Head of External Communications  
**GoCo Group plc**

Miles Fletcher  
Head of Media & Public Relations  
**Office for National Statistics**

Rae Stewart  
Director of Corporate Affairs  
**Water UK**



### 17.05

### Chair's Closing Remarks & Official Close of Conference





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**GoCo Group plc**

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### 17.05 **Chair's Closing Remarks & Official Close of Conference**

