

# Im Issues & crisis management

## About issues & crisis management from Four

We work to devise a clear communications strategy to manage defensive communications - and explore potential/likely scenarios to build an insightful yet responsive contingency programme to minimise impact. We can prepare realistic test exercises to prepare your team for most eventualities.

Four offers unrivalled crisis relations experience at both a national and international level working with companies and organisations to manage bad news effectively i.e. to keep it out of the media, and to minimise the effect of negative attention through preventative strategies to manage future reputational risks. Through confidential discussions with senior staff, we will work on an ongoing basis to provide support and advice.

We treat managing defensive communications as confidential, as we do all aspects of our work with clients, but to give an idea about the types of negative situations we have dealt our team has managed crisis communications across a range of industries from airlines and universities to the banking and finance sectors.



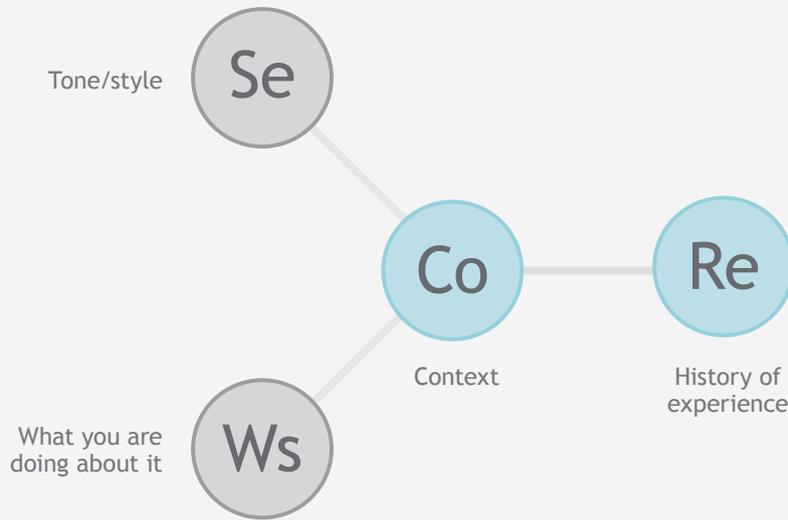
## Our experience includes

- picketing by unions outside client premises
- House of Commons Select Committee investigation
- student radicalisation including death of alumnus fighting for IS in Syria
- student fatalities
- breach of security in the maternity unit of a major teaching hospital
- airplane crash
- cyber attack
- handling journalist enquiries into the supposedly 'murky' past of the CEO of a major client company
- the closure of factories across Europe, with related job losses, for two global manufacturers. Our work in both instances was successful in averting threatened industrial action and political interference
- successful battles against proposed closure of three hospitals

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## How it works



## Pricing

Issues management retainers from £2,000 pcm + hourly rates depending on the scope of the work.

## Other products from Four

<b>Bc</b> Brand champions	<b>Ev</b> Events creation and management	<b>Sc</b> Social content and assets	<b>An</b> Animation	<b>Pe</b> Penetration testing
<b>Sa</b> Sponsorship audit	<b>Sc</b> Select committee training	<b>Se</b> Search engine optimisation	<b>Cv</b> Corporate video	<b>Aw</b> Awards
<b>Pt</b> Presentation training	<b>Mt</b> Media training	<b>Bw</b> Brand workshop	<b>Po</b> Podcasts	<b>Ac</b> Accessibility

## Contact

If you would like to find out more please email [FourElements@fourcommunications.com](mailto:FourElements@fourcommunications.com)

## Key team members



**Nan Williams,**  
Chief executive

Nan oversees our commercial and strategic functions and the Group's M&A activity. As one of the UK's most senior communications consultants, she has specialised in corporate reputation, CSR, employee communication and strategic consulting. Nan is our lead crisis and issues management consultant.



**Ray Eglington,**  
Group managing director

Ray has three decades of communications experience in agency and in-house. He has led award-winning campaigns in corporate reputation, brand-building and issues management across a wide range of business sectors.