

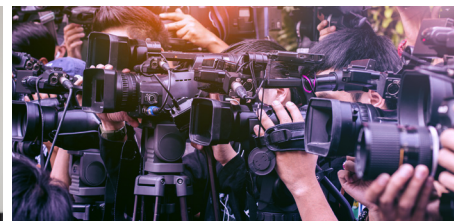


# CRISIS COMMUNICATIONS & ISSUES MANAGEMENT

In the span of a few hours, a reputation that took decades to build can be destroyed. From large companies and non-profits to C-suite leaders, no one is immune. In today's viral environment, there is no substitute for a well thought-out Crisis Communication Strategy. Recent high-profile crisis events demonstrate that the decisions made in the first few minutes, hours, and days of a crisis can determine a company's fate. From crisis planning to developing and executing a rapid-response strategy in the early stages of a crisis, The Cirlot Agency's crisis team guides you through the entire process, and delivers measurable results in real-time.

## AREAS OF EXPERTISE

- **REPUTATION MANAGEMENT**
- **INTERNAL & EXTERNAL COMMUNICATIONS**
- **CRISIS RESPONSE STRATEGY & EXECUTION**
- **STAKEHOLDER/INVESTOR COMMUNICATIONS**
- **SOCIAL MEDIA CRISIS STRATEGY & MANAGEMENT**
- **UNION NEGOTIATIONS STRATEGY**
- **MONITORING & REAL-TIME ANALYTICS**
- **MEDIA RELATIONS**
- **MEDIA TRAINING**
- **CRISIS PLANNING & PREPARATION**



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