

# Crisis Communications

Counselors at MWW Group possess an extraordinary range and depth of crisis communications expertise – from contingency planning, crisis response training and on-site support for clients in the midst of incidents, to managing the aftermath of crises and the restoration of trust and reputations.

MWW Group's preparatory services include in-depth vulnerability assessments, crisis plan evaluation and development, marketplace intelligence, influencer targeting, spokesperson preparation and scenario-based response training. The agency's leadership in digital crisis communications is particularly noteworthy. It includes creation and management of digital and social media tools to be leveraged in a crisis, as well as monitoring the online landscape during crises and managing connections with critical constituencies through digital and social media channels.

The rise of citizen journalism and the full convergence of digital, print and broadcast media channels demands immediate crisis response capabilities and MWW Group delivers. We approach all crisis engagements with a blend of traditional reputation management best practices and Web 2.0 savvy. Crisis response plans have migrated from dusty three-ring binders to digital Wiki-based formats equally accessible via PCs, PDAs and smart phones. Constituent communications are executed through an array of digital channels ranging from dark websites and Net-based video news conferences to incident-specific social media sites and micro blogs.

As recent crises have demonstrated, news cycles no longer exist and the timeframe for effectively responding to an incident has collapsed from a matter of hours to mere moments. Today's real-time information environment requires a new level of preparation and a new breed of crisis counselor. With more than 60 years of crisis experience, MWW Group's crisis counselors - the industry's foremost digital communication experts among them - have supported a wide variety of organizations across numerous industries, including:

- Accidents and incidents triggering business continuity issues, property damage, injuries and loss of life across industries ranging from transportation, energy and manufacturing to pharmaceutical, healthcare and retail
- CEO transitions, senior executive dismissals, site closings, reductions-in-force and sudden Board actions at Fortune-class corporations
- Operational breakdowns and widespread service outages in the transportation, shipping, retail and IT sectors

- Consumer safety concerns and highly-publicized recalls stemming from counterfeit products, tainted supply chains, food contamination, product tampering and 'junk science'
- Public protests and NGO campaigns stemming from organizations' environmental policies and practices
- Federal and state investigations and regulatory activity impacting business operations across numerous industries
- IT security issues and data thefts including the financial services industry's largest loss of customers' financial and personal information
- Litigation ranging from investor-led class actions and breaches of contract to defamation and racial and sexual harassment lawsuits
- Financial crises from investigations into trading practices, breaches of fiduciary duty and fraud, to results restatement, plummeting performance and short-seller activity
- Dissident shareholder actions, contentious annual meetings and hostile acquisitions
- Bankruptcy and restructuring proceedings for leading retailers, manufacturers, technology companies and others
- Negative media attention, incorrect or inaccurate reporting and marketplace rumors impacting operations, sales, investor confidence and employee retention and recruitment
- Labor issues from initial organizing and contentious negotiations, to informational picketing and full-fledged strikes
- Criminal activity against company employees, property, customers and products

MWW Group's wide-ranging crisis communications experience, coupled with its exceptional understanding of both traditional and digital crisis planning and response techniques, make it an ideal partner for any organizations considering how best to respond when a crisis hits.

## AIM HIGH. DELIVER.

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