

Media Training for Crisis Management Situations

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- *The importance of managing a crisis and the overall approach*
- *Dealing with the media*
- *Dealing with a regulator*
- *Case Study*

The importance of managing a crisis
and the overall approach

Julian Hilton-Johnson

Vice President, General Counsel

McDonald's, United Kingdom

What is reputation?



John Lewis



- *Attitudes, associations and expectations*
- *Most organisations' biggest asset*
- *Rarely properly understood/managed*
- *Long term investment to build – easily lost*
- *Complex risks – globalisation, scrutiny,*



i'm lovin' it™



perception

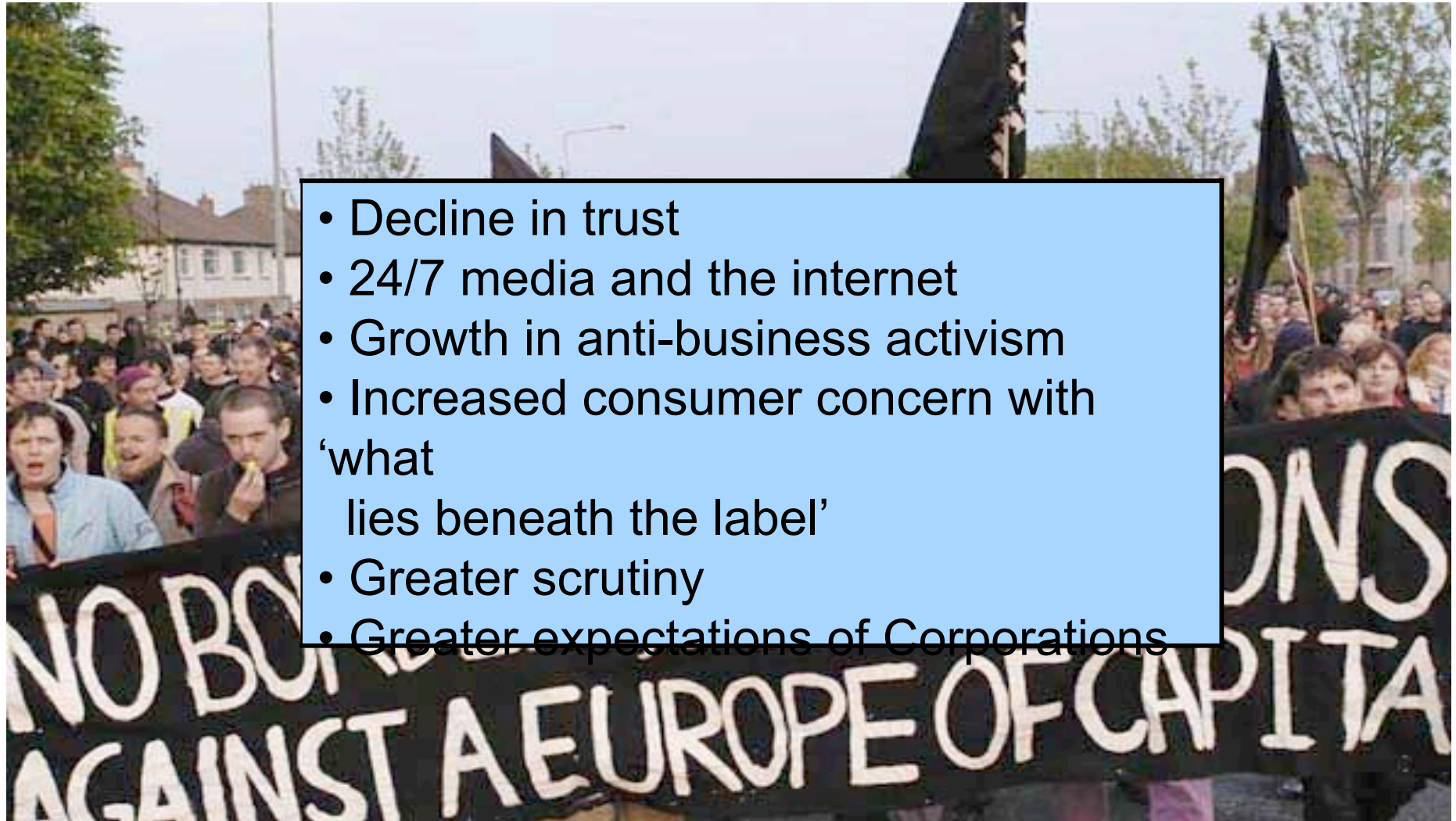
• *An insurance policy in times of*





- *You can only influence, not control, your reputation*
- *“You are what people think you are”*

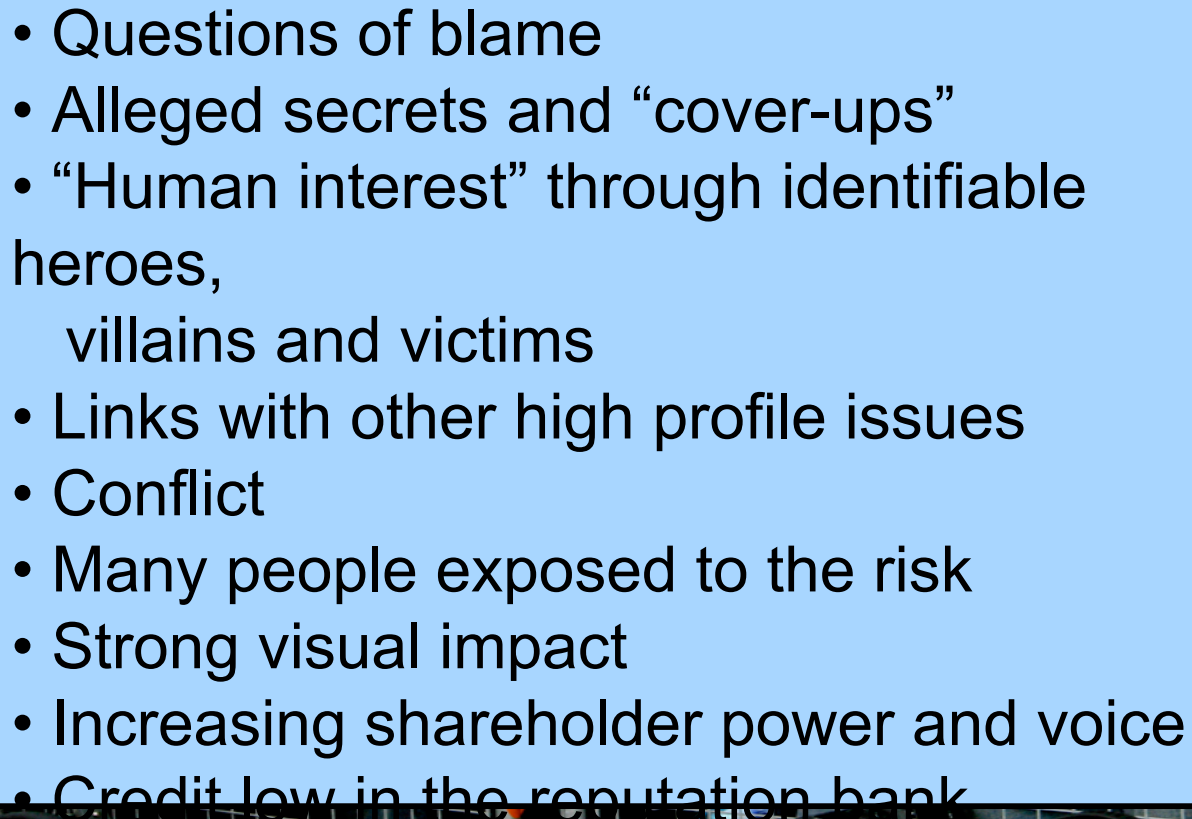
What's changed?




Defining a crisis and issues



Fuelled by Media Triggers.....

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- Questions of blame
 - Alleged secrets and “cover-ups”
 - “Human interest” through identifiable heroes, villains and victims
 - Links with other high profile issues
 - Conflict
 - Many people exposed to the risk
 - Strong visual impact
 - Increasing shareholder power and voice
 - Credit low in the reputation bank

The impact of getting it
wrong.....

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- Product boycotts/abandonment
 - Loss of confidence
 - Unwanted/costly legislation
 - Loss of market share
 - Brand value write-off
 - Merger/takeover

“Your 15 minutes are over!!”





Crisis Policy and Process

Overriding Principles

Crisis Manual



Crisis Management Team



Stress Reduction Kit



Directions:

1. Place kit on FIRM surface.
2. Follow directions in circle of kit.
3. Repeat step 2 as necessary, or until unconscious.
4. If unconscious, cease stress reduction activity.