

# Crisis Communications

Transmission Private is the leading strategic communications advisor to successful individuals and their businesses. We are a global leader in advising entrepreneurs, executives, and their businesses on their crisis communications, as well as on their most sensitive and important communications needs. We help clients achieve the unexpected through the power of reputation.

## Introduction

When faced with a fast-moving crisis situation, it is important to take immediate, strategic, and effective action, responding in a way that keeps you two or three steps ahead.

We have worked alongside some of the most prominent individuals, defending their side robustly and forcefully in difficult and challenging situations.

Our Crisis Communications team is quick-to-act, tough, and strategic. They have decades of experience plotting creative routes for clients out of difficult and challenging situations. They are discreet, proactive, and dependable.

## Our service

Our Crisis Communications team acts for clients both preparing for a crisis as well as those in the midst of one already.

### Our key services include:

- Strategic communications advice on personal and corporate positioning;
- Devising your strategic response to a crisis situation;
- Gameplanning the evolution of the crisis;
- Advising on stakeholder engagement, including employees, suppliers, and partners, through the crisis;
- Responding to hostile press, public, and other inquiries;
- Drafting press quotes, FAQs, and other stakeholder content;
- Acting as a spokesperson to the media through the crisis;
- Conducting extensive risk audits to identify crises before they occur;
- Setting a reputation recovery plan in the aftermath of a crisis;
- 24/7 crisis management support.

A crisis is a fast-moving, dynamic situation, and the strategy has to constantly adapt in response to the escalating situation. Our team will tailor a plan to your specific needs.

## Our experience

Our team has supported a wide variety of clients who need to navigate crises threatening to do long-term damage to their businesses.

### Our recent highlights include:

- Setting the communications strategy around the announcement of a significant redundancy programme (c. 700 people), game planning potential lines of attack, and getting ahead of unhelpful misinformation and speculation.
- Acting for a family business during a high-profile administration, acting as the point of contact for the media, and ensuring the client's side of the story was represented throughout.
- Devising the high-level strategy for responding to a supply-chain crisis, including the setting up of an internal supply-chain audit committee to show how the company was learning from the process and responding in a positive way.
- Conducting a full online audit for a senior executive to identify any latent online content and material that could pose a risk to their reputation as they took on a new, high-profile position at a listed company.
- Preparing a crisis communication plan, including drafting quotes and stakeholder FAQs, for a listed company, so it was prepared for any potential unexpected leadership succession event through death, illness, or otherwise.

In all cases our work is carried out on a confidential and discreet basis, protecting our client and their interests at all times.

## Our company

Becoming a client of Transmission Private is unlike working with any other communications agency. That is because we do not measure our working relationships in terms of weeks, months, or even years, but in terms of generations – with clients returning us to time and time again as and when needs arise. We look to build life-long relationships based on loyalty, trust, and confidence.

Once you become a client of Transmission Private, your reputation becomes the central and sole focus of all our energy, passion, and thinking. Our expert team is mobilised to advance your best interests at all times. We see the world through your eyes, advising you discreetly on the careful steps that you need to take to achieve your highly personal, highly private professional and non-professional ambitions and aspirations.

We are a team of specialist communications experts at your disposal. A single point of contact for all your communications needs, we are your competitive advantage to help you achieve your personal and professional goals.

While some clients may need our support on an ongoing basis, other individuals will request our support at important junctures in their personal and professional careers that may lead to specific communications opportunities and challenges.

### These events include:

- Sale of a business;
- Acquisition of a business;
- Business crisis event, such as downsizing or administration;
- Making a significant investment;
- Giving a charitable gift;
- Launching a family office;
- Setting up a charitable foundation;
- A substantial career transition;
- A succession event;
- Giving a political donation;
- Joining a new Board;
- Starting a new phase in your career.

## Our team

We blend the high-quality personal, attentive, discreet service that successful individuals expect from a private bank with the up-to-date, modern communications techniques they need to navigate the risks of an increasingly digital world.

We are very fortunate to have built an exceptional team, blending decades of experience both working with the media as well as supporting private clients.

We also focus on hiring from outside of the conventional public relations and communications industry, bringing in talent with experience across private client law, accountancy, public affairs, and family business advisory. This depth of experience enables us to deliver sophisticated yet commercially pragmatic advice.

Our team is at the heart of the business. As a Partner-led business, every client we support has a dedicated Partner looking after all of their work, providing a single, highly personalised, around-the-clock contact point to access all our services and support.

*“Recognised as best in breed for family communications, Transmission Private has doubled the number of families it supports in the past year.”*

**SPEAR'S500**<sup>2020</sup>

*“Transmission Private has carved out a name for itself as a private office that works exclusively with families and family offices, helping individuals manage and control their media interest.”*

**Family  
Capital**

*“The Transmission team look after every part of the family's reputation, advising around the media risk of investments, philanthropic engagement and more.”*

**SPEAR'S500**<sup>2019</sup>

## For more information

**Jordan Greenaway**  
Managing Director

+44 207 556 1041  
jordan.greenaway@transmission-private.com

**Luke Thompson**  
Head of Client Services

+44 207 556 1043  
luke.thompson@transmission-private.com