

Crisis Management for Attorneys & Their Clients

The traditional media and social media leap on stories like these:

Sexual misconduct...data theft...OSHA & discrimination complaints...
active shooter...accusations of fiscal mismanagement...employee fraud...
product defects...activist attacks...environmental events...industrial accidents...
management transitions...community outrage...regulatory issues

As almost any general counsel of a large company will tell you, legal controversies today are tried in the Court of Public Opinion — at least as much as in any Court of Law. **Because the value of a company's reputation is immeasurable — and perhaps its largest uninsured asset** — a corporation loses when the brand image is tarnished, even if the corporation technically wins at trial. Furthermore, since most legal controversies are settled prior to trial, the Court of Public Opinion has arguably become the most important battleground affecting not only good will and market share, but legal bargaining power and settlement negotiations. Managing this battleground, therefore, has become integral to many corporations' legal strategies.

- Georgetown Journal of Legal Ethics



Facebook, Twitter, Instagram, Snapchat and YouTube are now the places where a reputation built up over years of good work can be shattered in an instant.

Especially in today's world of "gotcha" journalism, "managing the message" is a necessary skill set for attorneys, as well as CEO's, government leaders and executive directors.

This fast-paced talk by veteran crisis management and communications specialist Bruce Hennes, from Hennes Communications in Cleveland, Ohio, will focus on a highly-strategic approach to crisis management and crisis communications for a wide variety of situations, offering methods to establish and maintain "control of the message," enabling attorneys to help their firms and clients move messages forward or mount a defense against an outraged public, unhappy customers or a sudden press onslaught.





Managing Partner, Hennes Communications

Bruce has 35 years' experience working in politics and public relations. Current and former clients of the firm include:

- Avery Dennison
- Cleveland Host Committee for the 2016 GOP Convention
- Lubrizol
- ThyssenKrupp
- Evonik
- Kent State University
- Oberlin College
- The Greater Cleveland Regional Transit Authority
- Northeast Ohio Regional Sewer District
- National Aeronautics & Space Administration (NASA)
- Scores of law firms, municipalities and school districts across the U.S.



Hennes has delivered this seminar for the last three years as a plenary for the American Bar Association's Leadership Conference, in addition to similar seminars for:

Associations

- Allegheny County (Pittsburgh) Bar Assoc.
- American Association of Corporate Counsel
- American Bar Assoc. Leadership Institute
- American Public Power Assoc. Regulatory & Law Conference
- Case Western Reserve Univ. Coll. of Law
- California Bar Leadership Conference
- Cleveland, Columbus, Akron, Cincinnati & Toledo Bar Associations
- Cuyahoga County Law Directors Assoc.
- Dayton Bar Association
- Federal Bar Association
- Greater Cleveland General Counsel Assoc.
- International Municipal Lawyers Assoc.
- Lake, Lorain, Medina and Stark County Bar Associations
- Maritime Lawyers of the United States
- Maui Municipal Lawyers Association
- National Association of Bar Executives
- National Conference of Bar Presidents Executives
- New York City Bar Association
- N.E. Ohio Association of Corporate Counsel
- Northeast Ohio Law Directors Association
- Ohio Municipal Attorneys Association
- Ohio Prosecuting Attorneys Association
- Ohio State & Nevada State Bar Associations
- San Diego County Bar Association
- Universities of Akron and Toledo Law Schools

Law Firms

- Baker Hostetler LLP
- Benesch Friedlander Coplan & Aronoff
- Brennan, Manna & Diamond
- Buckingham, Doolittle & Burroughs LLC
- Calfee, Halter & Griswold
- Eastman & Smith LLC
- Frantz Ward
- Hahn Loeser & Parks LLP
- Ice Miller LLP
- Jones Day Reavis & Pogue
- Kohrman, Jackson & Krantz LLP
- McDonald Hopkins
- Porter Wright Morris & Arthur LLP
- Reminger
- Roetzel & Andress
- Squire Patton Boggs
- Taft, Stettinius & Hollister LLP
- Thompson Hine LLP
- Tucker, Ellis LLP
- Ulmer & Berne LLP
- Walter & Haverfield LLP
- Weston, Hurd LLP

Hennes Communications

Hennes Communications is one of the few agencies in the U.S. focused exclusively on crisis management and crisis communications. Serving corporations, government agencies, educational and healthcare institutions and nonprofits that are "on trial" in the Court of Public Opinion, Hennes Communications also offers media training and litigation communications support to their clients. For more information, please visit www.crisiscommunications.com.



Hennes serves on the board of the Cleveland Leadership Center and is one of the founders of the FBI Citizens Academy Foundation of Cleveland. He is an adjunct professor in the Levin College of Urban Affairs at Cleveland State University and he frequently speaks before bar and trade associations. Hennes is a member of The Press Club of Cleveland and he's on the executive committee of The Cleveland Metropolitan Bar Association and is a recipient of the bar association's first-ever President's Award. He is also President of Leadership Cleveland's Class of 2008.