

Crisis & Litigation Communications

MWC Strategic Communications

ARE YOU READY?

A single employee's rogue behavior put an entire healthcare organization at risk...A financial services business was ensnared in an industry wide investigation by false allegations...A family owned contracting business was jeopardized by a racial discrimination claim...A rural hospital was forced to sue the federal government...

These are a few of the crisis situations we have helped clients address.

A crisis can happen at any time – next week, next quarter, tomorrow night. Companies that are prepared with timely, thoughtful and credible responses can emerge with their business and reputation intact and even enhanced.

While you can't always predict a crisis, you can plan your crisis communications strategy before rumors fly and stories appear in the media. McGuireWoods Consulting starts by developing a deep understanding of your business or organization. We help you craft a comprehensive strategy and put it in motion when you need it.

MANAGE THE CRISIS, ADDRESS THE ISSUE

Every crisis is different, but our experienced team delivers results that ensure your business effectively manages the crisis while addressing the underlying issue.

Every crisis can also be an opportunity. Knowing when and who to call for help often makes the difference between protecting and enhancing your company's business and reputation, and endangering the brand value you worked so hard to create.

Our crisis communications team gives you the advice and practical solutions you need to get through the crisis and emerge stronger than before.

SERVICES

*Message Development
Media & Message Training
Monitoring and Rapid Response
Social Media Engagement*

OFFICES

*Atlanta, Georgia
Bucharest, Romania
Charlotte, North Carolina
Chicago, Illinois
Columbia, South Carolina
Raleigh, North Carolina
Richmond, Virginia
Springfield, Illinois
Tyson's Corner, Virginia
Washington, DC*

CONTACTS

Mark Hubbard
Vice President
Leader, Crisis and Litigation
Communications
McGuireWoods Consulting
804.775.1920
mhubbard@mwcllc.com

Marty Machowsky
Senior Vice President
Strategic Communications
McGuireWoods Consulting
202.857.2907
mmachowsky@mwcllc.com

THE CASE FOR LITIGATION COMMUNICATIONS

If your company or organization is under investigation, the target of a lawsuit, or compelled to file a lawsuit to protect your business or reputation, our communications professionals can help.

Litigation creates uncertainty. How you communicate with investors, employees, policy makers and customers will affect your bottom line.

No one likes to be in court, but when you are, the world is watching. We help you take charge of what they see and hear.

We work in concert with colleagues at McGuireWoods LLP, and with lawyers from other firms to protect and enhance brands in high-profile litigation.

MANAGE LITIGATION MILESTONES

The message delivered in the courtroom should be coordinated with the message delivered on the courthouse steps. It will be important to your business or organization long after the trial is over.

Our team helps you plan and manage litigation milestones to ensure that your message is delivered to your key stakeholders by and through media as well as business and industry analysts.

Every pre-trial motion, every ruling and every day in court creates an opportunity to communicate with them. We help you make the best use of these opportunities. And we make sure you are prepared to preempt opposing counsel's PR stunts and strategies.

Even when cases are settled without trial, your reputation is on the line. How you respond and communicate will affect how you are perceived by others.

WHY CHOOSE MCGUIREWOODS CONSULTING?

Our team of experts knows their way around a courtroom, a newsroom and a boardroom. We can help you prepare and execute crisis and litigation communications strategies that protect and enhance your brand and your bottom line.

We will make sure you are always ready.

OUR TEAM

Mark Hubbard – TV news anchor and reporter with 20 years of experience in small to large markets, he has spent nearly a decade in the trenches protecting brands during crises and legal actions.

Jerry Kilgore – Former Virginia Attorney General with decades of experience advising on legal matters while working with public relations professionals to fight battles in the court of law and the court of public opinion.

Marty Machowsky – Manager of McGuireWoods Consulting's Strategic Communications practice, he has helped clients deflect negative attacks, and has set the record straight with tested messaging platforms and strategic solutions.

About McGuireWoods Consulting LLC

A public affairs firm with clients in the United States and emerging European markets, McGuireWoods Consulting LLC offers services in the areas of state and federal government relations, national/multistate strategies, infrastructure and economic development, strategic communications, and grassroots and grassroots mobilization.