

## Crisis Management for Attorneys & Their Clients

*Good morning. The New York Times and Wall Street Journal are holding on lines 3 and 4 looking for comment about the incident you thought would go away when you first learned about it yesterday.*

### **In reality, 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

### **It's a simple fact: controversies today are tried in the Court of Public Opinion more often than in the Court of Law.**

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**



News now breaks first on social media, with traditional media sweeping Twitter, Facebook, Instagram and YouTube for leads. Whether your law firm, client or bar association is immersed in crisis or dealing with a hot-button issue, your news can easily “go viral” in moments.

Since it takes a lifetime to build a reputation and only a few seconds to destroy one, “managing the message” is a necessary skill-set for attorneys, as well as CEOs, government leaders, executive directors, board chairs, educational and health care leaders and executives.

Aimed at practice groups, legal and industry trade conferences or as a value-add to existing clients or as a new client marketing event, this fast-paced talk by veteran crisis management and communications specialist Bruce Hennes, from Hennes Communications in Cleveland, Ohio, focuses on a highly strategic approach to communicating during a wide variety of situations, offering methods for establishing and maintaining “control of the message,” enabling you to move your message forward or mount a defense against a sudden onslaught from traditional or social media.



For a complete list of previous seminars, go to <https://tinyurl.com/HennesSeminars>

## Current and former clients of the firm include:

- American Public Power Association
- Avery Dennison
- Cleveland Host Committee for the 2016 GOP Convention
- Davey Tree
- Ethox Chemicals
- Evonik
- Kent State University
- L'LLÉbaby
- Lubrizol
- National Aeronautics & Space Administration (NASA)
- Ohio School Boards Association
- Peoples Bank
- Philadelphia Insurance/Tokio Marine
- Schneider National
- The Greater Cleveland Regional Transit Authority
- ThyssenKrupp
- Truist Financial Corp.

Plus scores of law firms, municipalities and school districts across the U.S.

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

### Associations & Organizations

- Akron Bar Association
- Alabama League of Municipalities
- Alabama State Bar Association
- Allegheny County (Pittsburgh) Bar Association
- American Association of Corporate Counsel
- American Bar Association
- American Public Power Assoc Regul & Legal Conf
- American Society of Matrimonial Lawyers
- Arizona State Bar Association
- Association of Corporate Counsel
- Association of Legal Administrators
- Broward County (Ft. Lauderdale) Bar Assoc
- California Bar Leadership Conference
- California State Bar Association
- Case Western Reserve Univ Law School
- Cincinnati Bar Association
- Cleveland Metropolitan Bar Association
- Cleveland State University Law School
- Colorado State Bar Association
- Columbus Bar Association
- Consortium of Metro Bar Associations
- Council of School Attorneys
- Cuyahoga County Law Directors Assoc
- Dallas Bar Association
- Dayton Bar Association
- Defense Research Institute (DRI)
- Denver Bar Association
- Federal Bar Association, Cleveland Chapter
- Greater Cleveland General Counsel Association
- Houston Bar Association
- Idaho Municipal Attorneys Association
- International Municipal Lawyers Association
- International Union of Marine Insurance
- Kentucky State Bar Association
- Lake County Bar Association
- Lawyer-Pilots Bar Association
- Legal Mktg Assoc (Cleveland, Dallas, Denver & N. Orleans)
- Louisiana State Bar Association
- Marine & Energy Symposium of the Americas
- Maritime Law Association of the United States
- Maui (Hawaii) Municipal Attorneys Association
- Mecklenburg County Bar Association
- National Association of Bar Executives
- National Conference of Bar Presidents
- National School Boards Association
- Nevada State Bar Association
- New York City Bar Association Corporate Counsel Symposium

- New York State Bar Association
- Ohio Association of Civil Trial Attorneys
- Ohio Attorney General Conference for Public College & University Attorneys
- Ohio Business Law Institute
- Ohio Council of School Board Attorneys
- Ohio Municipal Attorneys Association
- Ohio Prosecuting Attorneys Assoc
- Ohio State Bar Association
- Queens County (NYC) Bar Association
- Roundtable Collaborative, The (Managing Partners Roundtable)
- San Diego County Bar Association
- Society of Ohio Healthcare Attorneys
- S. Palm Beach Bar Association
- Texas State Bar Association
- Toledo Bar Association
- Transportation Lawyers Association
- U.S. Law Firm Group
- University of Akron Law School
- University of Toledo Law School
- West Virginia State Bar Association

### Firms

- Baker & Hostetler LLP
- Benesch, Friedlander
- Brennan, Manna & Diamond
- Bricker & Eckler
- Brouse McDowell
- Buckingham, Doolittle & Burroughs
- Calfee, Halter & Griswold LLP
- Davis Graham & Stubbs LLP
- Eastman & Smith LLC
- Ennis Britton
- Frantz Ward LLP
- Giffen & Kaminski LLC
- Goldman & Rosen
- Hahn Loeser & Parks LLP
- Ice Miller
- Jones, Day, Reavis & Pogue
- Jones, Walker
- Kohrman, Jackson & Krantz
- Leech Tishman
- Lynch Law Firm
- McDonald Hopkins
- Meyers, Roman, Friedberg & Lewis
- Nicola, Gudbranson & Cooper
- Ohio Joint Insurance Fraud Conference
- Peters Kalail & Markakis Co.
- Porter Wright

## Hennes Communications

Hennes Communications is one of the few agencies in North America focused exclusively on crisis management and crisis communications. Serving law firms, 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](http://www.crisiscommunications.com).



- Reminger LPA
- Squire Patton Boggs
- Stark & Knoll
- Taft Stettinius
- Thomas Miller (Americas)
- Thompson Hine LLP
- Tucker Ellis
- Ulmer & Berne LLP
- Walter & Haverfield LLP
- Warren Averett CPAs and Advisors
- Weston, Hurd
- Wheeler Trigg O'Donnell LLP

Hennes has 35 years' experience working in politics and public relations. He is a long-time member of the executive committee of the Cleveland Metropolitan Bar Association and recipient of the bar association's President's Award in 2008 and 2018. He is also an adjunct professor in the Levin College of Urban Affairs at Cleveland State University, president of the Leadership Cleveland Class of 2008, a member of The Press Club of Cleveland and one of the founders of the FBI Citizens Academy Foundation of Cleveland. In 2011, he received the Communicator of the Year award from the International Association of Business Communicators - Cleveland, and in 2013, a Gold "Rocks" award and "Best of Show" award from the Public Relations Society of America, Greater Cleveland Chapter, for his crisis communications work related to a ferry boat crash in New York City's Financial District. In addition, he was named one of the "50 Game-Changers of PR for 2017" by industry publication PRNews.

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Hennes was named to the **2019 & 2020 Lawdragon 100 Leading Consultants and Strategists**, the definitive guide to the financiers, recruiters, marketing and communication gurus on whom the legal profession relies. According to Lawdragon, "These are 100 of the most trusted advisors to the legal profession."