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Public Affairs
Council

Rebuilding Trust After a Crisis

Our Panelists



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AGENCY FUNDAMENTALS



INDEPENDENTLY OWNED;
ENTREPRENEURIAL-LED



30+ YEARS OF MOMENTUM



IMMERSED SENIOR STAFF



ONE P&L MAKES INTEGRATION A
REALITY AND NOT A BUZZWORD
ACROSS OFFICES AND TEAMS



THREE-TIME CONSECUTIVE
INDEPENDENT CONSULTANCY OF
THE YEAR

SAN FRANCISCO

LOS ANGELES

LONDON

BOSTON

NEW YORK

EAST RUTHERFORD

TRENTON

CHICAGO

D.C.

AUSTIN

CHARLOTTE

OVER 200+
DOERS, THINKERS
AND STORYTELLERS

PRACTICES AND OFFERINGS



CONSUMER
MARKETING



CORPORATE
REPUTATION



PUBLIC AFFAIRS
& GOV'T RELATIONS



RESEARCH
& ANALYTICS



BRAND
NARRATIVE



CREATIVE & CONTENT
DEVELOPMENT



SOCIAL &
DIGITAL MEDIA



PAID
MEDIA



CRISIS
COMMUNICATIONS



SPORTS/
ENTERTAINMENT



TECHNOLOGY



THOUGHT
LEADERSHIP



DIVERSITY &
INCLUSION



SEARCH ENGINE
OPTIMIZATION &
MARKETING



B2B

CRISIS & ISSUES MANAGEMENT

VULNERABILITY ASSESSMENTS | PROPRIETARY CRISIS ACTION
PROTOCOL (CAP) | MOBILIZING SUPPORT | LITIGATION-RELATED
CRISES | 24/7 SUPPORT

MWWPR has a broad range of experience in managing crisis communications programs, from physical disasters and product recalls, to litigation, financial distress and employee/labor issues.



Agenda?

- Assessing the impact of a crisis in the moment and afterwards?
- What associations and other organizations can do to help?
- Establishing or re-establishing authentic communications or CSR?
- Evaluating the crisis response strategy?



Assessing the Impact?



Rebuilding Trust After a Crisis



Important Considerations

1. How did the issue start?
2. Organization or industry?
3. Is it local, regional, national, or global?
4. You perform what you practice.

What Can Associations and Other Partners Do to Help?



Rebuilding Trust After a Crisis



Associations: We're Here to Help

1. Have resources for crisis communications planning and execution.
2. Have resources for media relations/training.
3. Can serve as an industry spokesperson.
4. Can provide key background information to reporters.

Establishing or Re-Establishing Authentic Communications

- How can we continue to communicate?
- Who is the right spokesperson?
- How does this affect positioning post-crisis?



Evaluating the Crisis Response Strategy

- Timing
- Messaging
- Reputational/economic impact
- Continually monitor and reinforce reputation



Questions?



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