

A photograph showing a group of people, likely photographers and journalists, gathered around a woman. Several individuals are holding cameras with large flashes, and one person is holding a blue microphone. The scene is brightly lit, suggesting an outdoor or well-lit indoor event. The image is partially obscured by a white geometric shape on the left side.

Strategic Communications for
**LITIGATION AND
LEGAL INDUSTRY**



INTRODUCTION

FTI Consulting's Strategic Communications practice is uniquely focused on utilising communications to help companies achieve their business objectives.

Our goal is to protect and enhance a client's reputation and enterprise value. With approximately 700 consultants globally across 28 offices, we have the breadth and depth of experience to help clients ensure that the right message reaches the right audience, at the right time. We go to market on a sector specific basis; each team is comprised of experts on the themes, client groups, and media within your sector.

FTI Consulting's legal sector and litigation support teams combine media and social media relations with specialist legal and industry expertise. We are communications experts, former journalists and lawyers, and we regularly work with both the legal teams representing corporates or individuals, as well as litigants themselves.

PR IN THE LEGAL INDUSTRY

FTI provides communications support to many of the world's leading legal and professional services organisations.

We offer specialised knowledge, close relationships with the media and other key stakeholders, and trusted adviser support to the law firm leaders and their partners. Our experience ranges from profile raising and brand building support through to reputation and crisis management across the entire legal market.

With extensive experience in the legal sector, we have worked with listed law firms to raise their profiles and promote their investment case to business media,

analysts and investors, and have deep knowledge of the litigation funding market, helping to promote what was then a nascent asset class.

We build long term and strategic relationships with clients and enjoy being brought into complex projects, particularly those which require a commercial approach and lateral thinking to communicate your strategic and legal objectives.

REPUTATION MANAGEMENT FOR LITIGATION & DISPUTES

Our specialist team helps companies prepare and execute a communications plan to protect their reputation and advance their legal goals through every stage of the litigation process.

Traditional media and commentary on social platforms are now critical aspects of the litigation environment. Not only does media coverage influence the reputational impact of litigation, it can also have a tangible effect on the outcome of proceedings. Our experts have been involved in high-profile cases before all major international tribunals and are well-versed in negotiating the

complex interplay between disputes and the media.

In politically sensitive cases, our public affairs experts can develop external and international advocacy campaigns to inform key policy stakeholders on critical issues that may arise as part of a dispute.

Our digital team has market-leading expertise in analysing online

conversation and providing an effective and targeted response.

Whether it is managing reputational issues or working to support the legal strategy, a well-devised and well-executed communications plan can have a valuable impact for you and your stakeholders throughout high-profile disputes.

OUR SERVICES INCLUDE

Research-led
thought leadership

Message
development

Media strategy
& execution

Public affairs and
policy advice

Media assets &
materials creation

Co-ordination of
third party allies

Spokesperson
training

Courtroom
monitoring

Social media
monitoring and
engagement

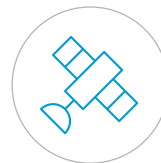
Media relations
and press office

Supported by sector specialists

Deep sector expertise is built on specialist knowledge and experience advising clients across every sector of the industry



Consumer
industries



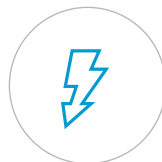
Tech, media
and telecoms



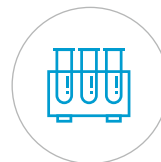
Industrials
and business
services



Financial
services



Energy and
natural
resources



Life sciences
and healthcare



Real estate

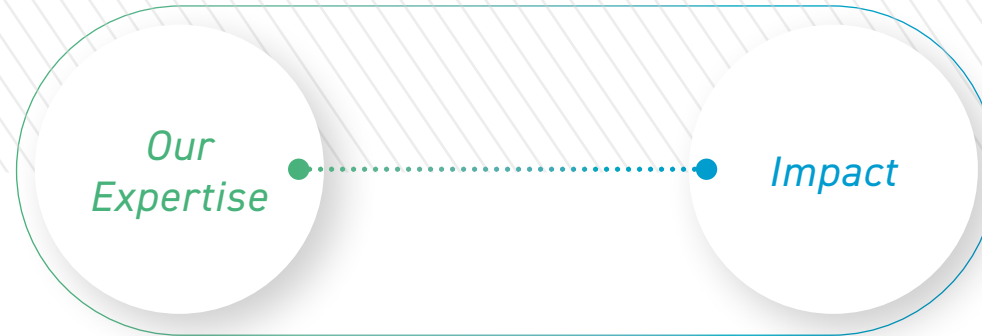


Professional
Services



OUR LITIGATION AND DISPUTES PR CAPABILITIES

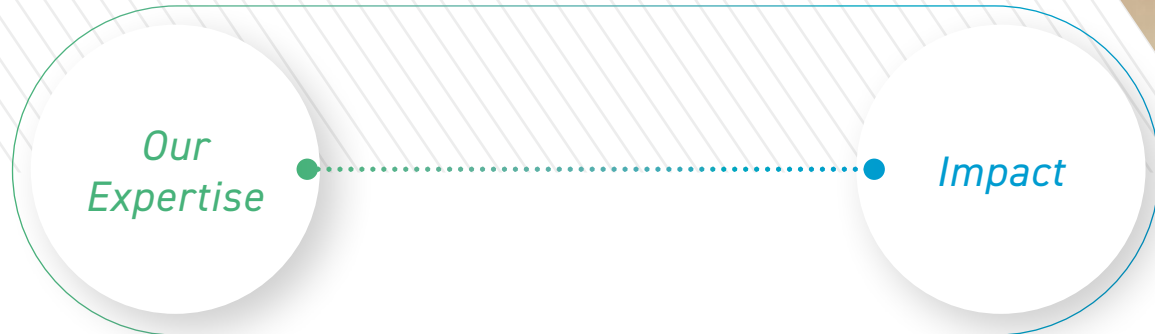
We work with clients to mitigate reputational risks to their reputation, and ensure key messages are heard by the most relevant and appropriate stakeholders, at the right time.



- | | |
|--|--|
| <p>Bring a holistic perspective</p> <p>Deep sector and specialist expertise identifies key issues to support the case holistically</p> | <p>Enhanced argumentation, stronger case</p> <p>Broader arguments that support clients' overall objectives</p> |
| <p>Leverage and create communication channels</p> <p>Mapping of potential key stakeholders who may impact case, corporate reputation and enterprise value. Build communication infrastructure and tailored messaging</p> | <p>Wider support, higher impact</p> <p>Wider support with high-impact messaging resonating across relevant stakeholders</p> |
| <p>Provide strategic support</p> <p>Program development and roll-out which enables the articulation and delivery of the best strategy across multiple stakeholders</p> | <p>The most favourable environment for your case</p> <p>Best-practices communications strategy that protects your company and helps you to achieve the best outcome</p> |



OUR PEOPLE & TRANSFORMATION CAPABILITIES



Clients come to us when

Their processes, ways of working, or behaviours need to be remediated.

There is a business risk issue, concern or exposure.

There is a material change that will impact the workforce



Corporate transactions



Compliance improvement



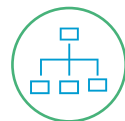
Transformation & Future of Work



Leadership transitions



Environment, Social & Governance + Diversity & Inclusion



Restructuring & Reorganisation



Digitalisation & Data



Union negotiations

Behaviour change and engagement

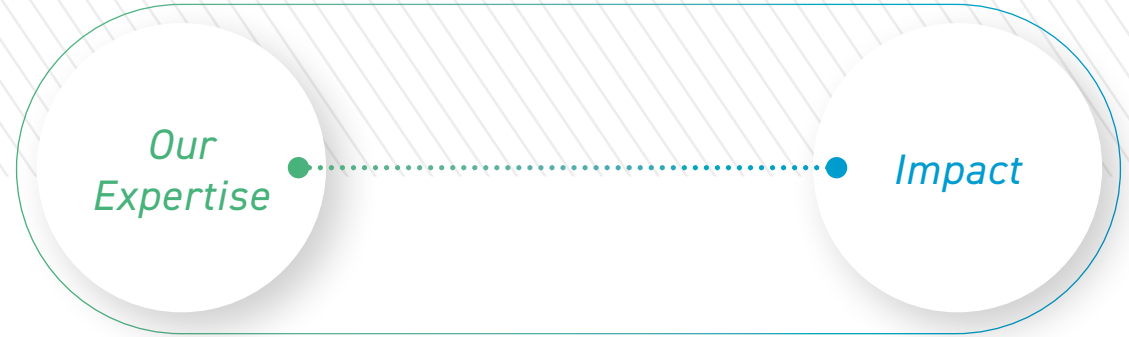
Risk mitigation

Business continuity & Talent retention



OUR LEGAL PR CAPABILITIES

Our expert team will work with your senior leadership and partners to develop and execute a robust communications strategy that speaks to your commercial objectives and achieves cut through to your desired audience.



Bring a holistic perspective

Our deep sector and specialist experts will identify **key areas** in which we can enhance your corporate reputation and raise the profile of your partners

Leverage and create communication channels

We map **key stakeholders** vital to your business objectives and identify the communications channels which speak to them clearly

Provide strategic support

Ongoing advice from senior experts to inform your objectives and communications approach

Crisis and issues management

We will support you to prepare for and respond to significant threats to your people, reputation and license to operate

Cross sector and media engagement

Your corporate messages are read by the right people, and your spokespeople are front and centre of the media landscape

Ensure your voice is heard

We will amplify your key messages and practice area expertise across the national and sector focussed media consistently, establishing you as industry experts in the press

Media impact

Expert communications advice across all levels of our team will keep you on the front foot of the media agenda and allow you to help shape the narrative with your expertise

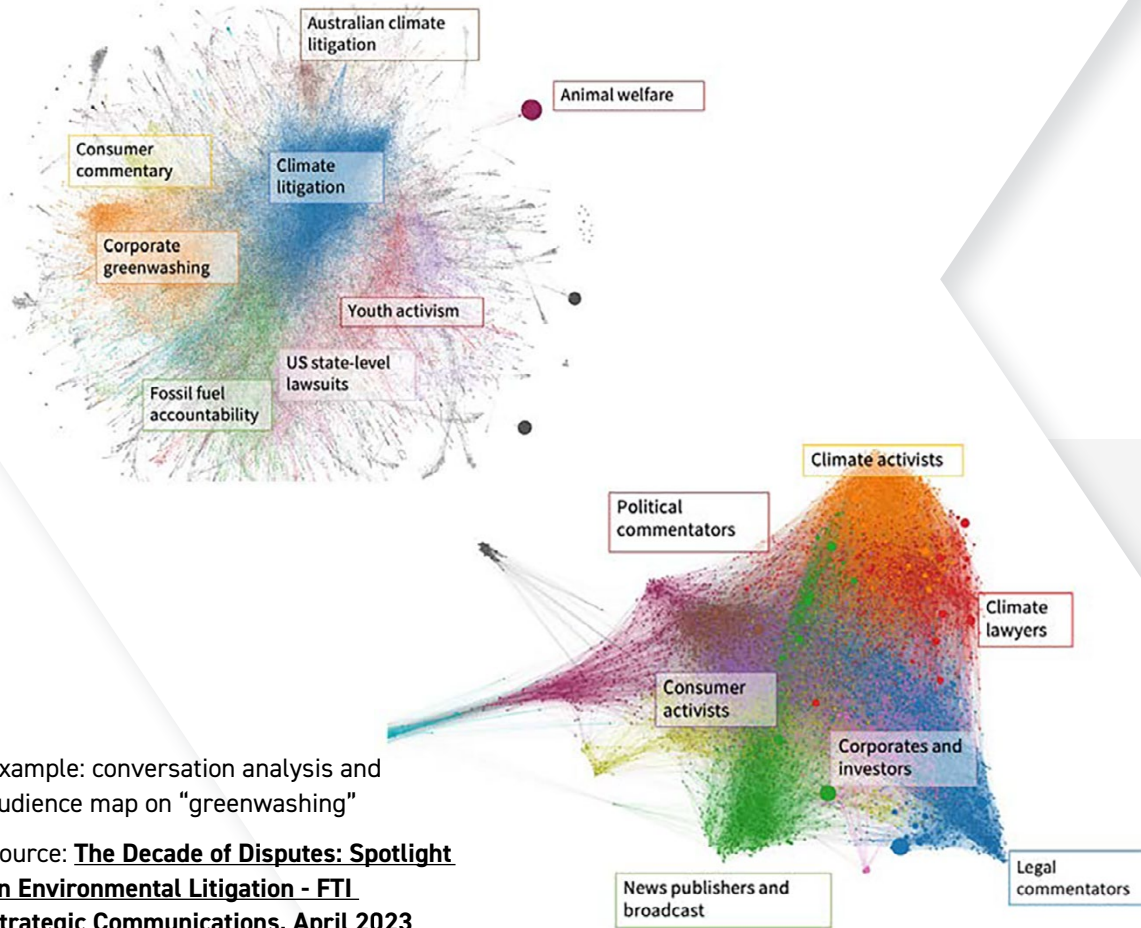
Protecting your enterprise value

We will create an approach, tools and materials to actively manage new risks and a plan and narrative for recovery

USING DATA SCIENCE TO ASSESS THE COMMUNICATIONS LANDSCAPE

Our team of data scientists, business analysts, linguists, psychologists and media researchers provides actionable insights rooted on robust data and reliable recommendations

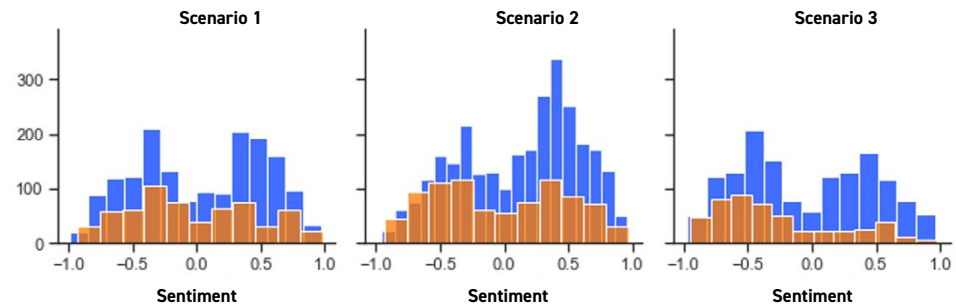
Segmenting stakeholder groups and mapping audiences against key issues



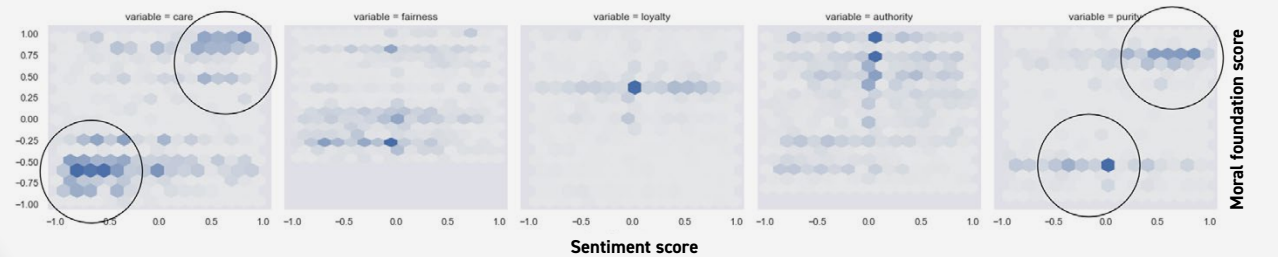
Example: conversation analysis and audience map on "greenwashing"

Source: **The Decade of Disputes: Spotlight on Environmental Litigation - FTI Strategic Communications, April 2023**

Message testing the key triggers of reputational risk



Leveraging machine learning to analyse the focus and sentiment of media statements related to a dispute.



Understanding the triggers in corporate messaging, based on data science methods rooted in social psychology. FTI can identify and assess the drivers of audience behaviour, which will help prepare, test and refine the case made in the court of public opinion.

UNIQUELY POSITIONED WITH STRATEGIC COMMUNICATIONS ADVICE BACKED BY PROPRIETARY DATA

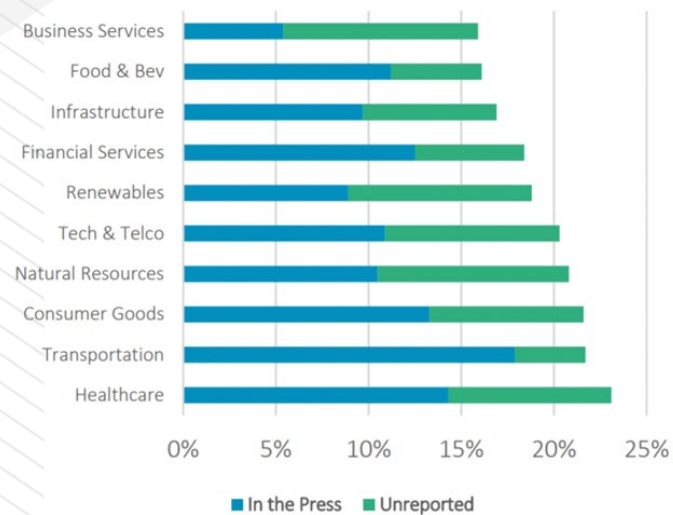
FTI Consulting undertakes regular research on corporate litigation and its impact on investment decisions. With a base of over 500 global institutional investors with a total AUM of over \$1 trillion and over 2,000 business leaders of large companies across the G20. Insights include:

Hedge funds most likely to see corporate litigation as a "very important" investment factor, more so than endowment funds, pension funds, sovereign wealth funds, mutual funds, private banks or wealth managers

61% of investors said that media coverage "strongly affects" their investment decisions when looking at companies engaged in corporate litigation

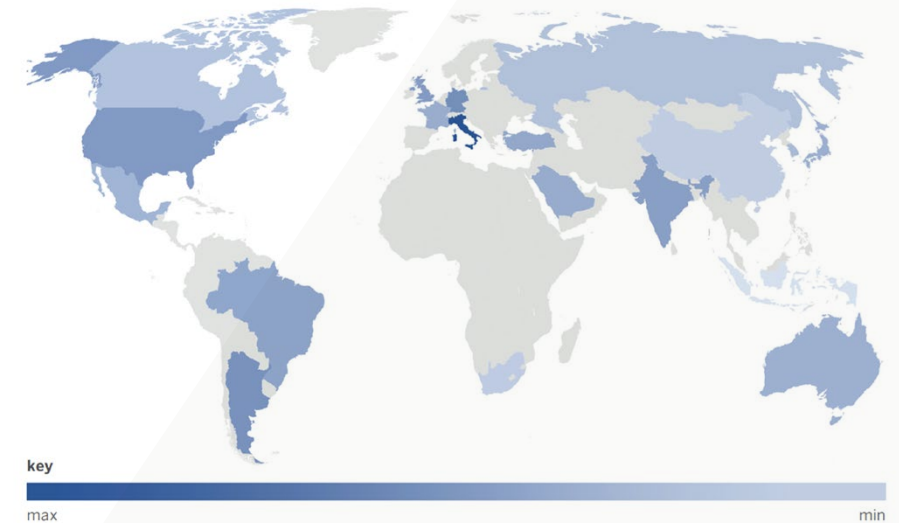
Not all litigation makes it to the media spotlight. Almost half (42%) of 2019's corporate disputes went unreported in the media

Proportion of companies facing litigation



Our research indicates that business leaders are anticipating a decade of disputes following Covid-19 disruption

G20 reputational sensitivity to corporate litigation



FTI'S BROADER SERVICES

Helping our clients to anticipate and resolve complex legal and regulatory challenges in any stage of a dispute and in non-contentious situations

OUR FULL SUITE OF SERVICES FOR THE LEGAL COMMUNITY

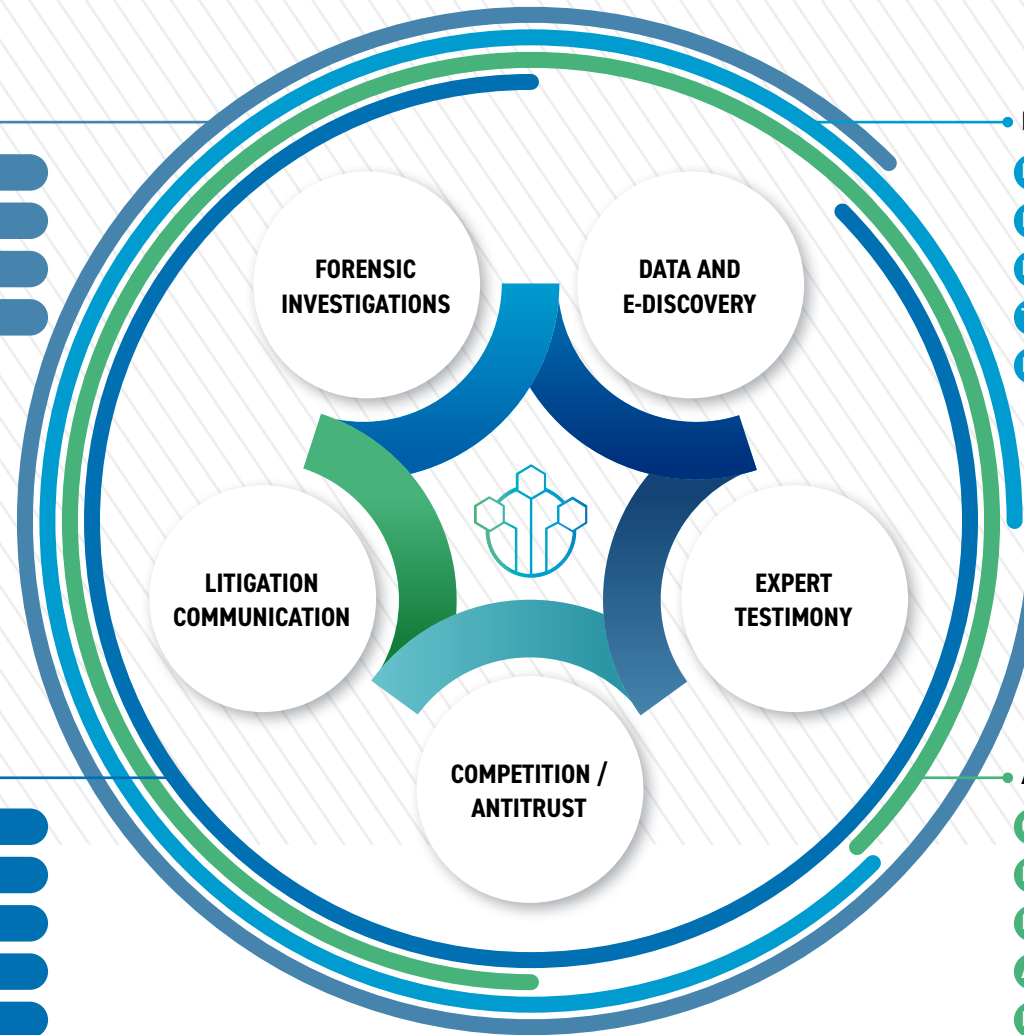
WE'VE BEEN HELPING LAWYERS RESOLVE COMPLEX CHALLENGES FOR MORE THAN 30 YEARS

Investigating and fact finding

- Asset tracing and recovery
- Investigating fraud or wrongdoing
- Regulatory inquiries
- Investigating beneficial relationships

Communicating

- Before courts and tribunals
- Developing reports
- Reputation management
- Social media monitoring and engagement
- Media strategy development
- Pre and post litigation communications
- Pursuing negotiated solutions



Managing and analysing information

- Providing end-to-end industry-leading e-discovery and document review platforms
- Identifying, collecting and analysing data
- Developing sophisticated data and analytics
- Translating and interpreting data through visualization and reporting tools
- Implementing information governance strategies

Assessing economic and financial impacts

- Quantification of lost profits
- Damages calculations
- Business interruption claims
- Advising on theory and practice of finance, economics and valuation
- Performing complex simulations
- Estimating merger-related efficiencies

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Strategic Communications for **LITIGATION AND LEGAL INDUSTRY**

EXPERTS WITH IMPACT™

FTI Consulting is an independent global business advisory firm dedicated to helping organisations manage change, mitigate risk and resolve disputes: financial, legal, operational, political & regulatory, reputational and transactional. FTI Consulting professionals, located in all major business centres throughout the world, work closely with clients to anticipate, illuminate and overcome complex business challenges and opportunities. For more information, visit www.fticonsulting.com and connect with us on Twitter (@FTIConsulting), Facebook (@FTIConsultingInc), LinkedIn (@FTIconsulting) and @FTIscareers on Instagram.

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