



# Managing Reputation Risk | Our Comprehensive Offering

## Prevent. Prepare. React

The reputation of your company, brands and people is critical.

Reputation risk is a key strategic business risk and the responsibility of a company's C-Suite. Reputation risk is an external and internal risk. Your own social media team and employees can harm your reputation if you do not manage the risks. Your customers, competitors, the press and third parties can also publish harmful content and you need to be able to respond appropriately and swiftly to stem the harm to your brand.

The global reach and speed of percolation of adverse digital content magnifies the potential for reputational damage, putting adverse social media and digital events high on corporate risk registers.

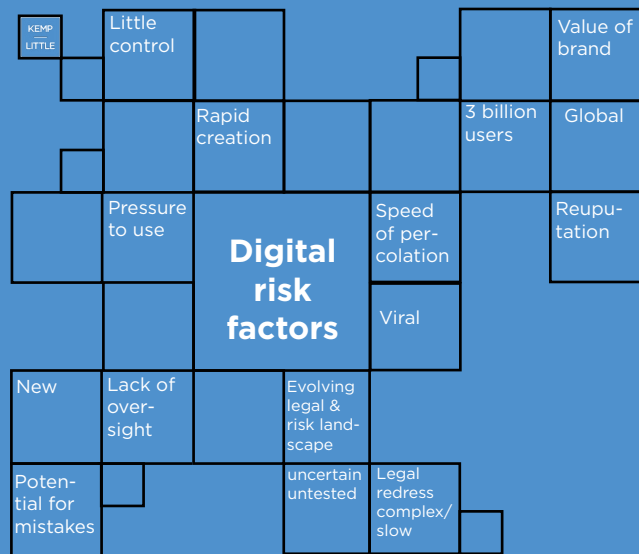
Corporates need to:

**Prevent:** assess and put in place risk management processes and tools to mitigate against adverse reputation events occurring, particularly in relation to social media use

**Prepare:** ensure that procedures are in place to effectively manage adverse reputation events and to limit the damage caused

**React:** properly handle adverse events when those do occur

**Offering:** Kemp Little's Reputation Management offering is flexible and comprehensive, covering all aspects of your reputational risk:



| Prevent                                                                                                                  | Prepare                                                              | React                                                                                                                                                   |
|--------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| Reputation Risk Audit;<br>Reputation Report and Risk Mitigation Plan;<br>Remedial steps; Implementing & embedding change | Crisis plan preparation;<br>Crisis simulation;<br>PR/ press training | Crisis response;<br>Ad hoc harmful content response;<br>Disputes/litigation;<br>Press complaints;<br>Online take downs;<br>De-listing;<br>Integrated PR |

**Partners:** We partner with a trusted PR firm, specialist barristers, ATE insurance providers and on-line search investigators to deliver you quick, full-spectrum advice and rounded solutions.

**Pricing:** We provide clear pricing and offer fixed fees for the above Prevent and Prepare modules depending on service level. We offer a fixed fee initial review, advice and first legal letter package as part of our React module, £2,000\*. Standard letters, take downs and de-listings are charged at fixed fees, typically £200\*.

For more information visit our [reputation.risk.hub](#).

\*Fees excl VAT & disbursements & for standard matters

# Your key contacts



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“

Kemp Little's ability to overlay its advice with long-term strategic analysis is second to none and of huge value”

Client Quote  
The Legal 500