

WEBER SHANDWICK BREXIT RISK ASSESSMENT

HELPING YOU NAVIGATE THE RISKS OF THE EU REFERENDUM TO YOUR BUSINESS

The European referendum and the potential of 'Brexit' represents the biggest public affairs challenge facing your business over the next year. Whether Britain votes to stay or leave, the renegotiation that precedes the referendum will alter the UK's relationship with the EU. The Weber Shandwick 'Brexit Risk Assessment Tool' helps you to understand the risks to your business of Brexit and how you should respond.

Weber Shandwick has an unrivalled heritage in public affairs, with a major office in Brussels and seven offices in the UK and Ireland, and has been advising clients in public affairs for 40 years. We've developed a bespoke workshop and risk assessment tool to help you develop your thinking about the referendum and renegotiation. We will work with you to help answer the following questions:

- What if we do leave the EU? The Weber Shandwick Brexit Risk Assessment will help you to anticipate and manage the potential impact on your business or organisation and how you should work to mitigate this.
- What would your business goals from the renegotiation process be? This is a once in a generation opportunity to influence the direction of EU policy and public affairs professionals should be alive to this opportunity.
- What should the role of your organisation be during the campaign? Should you stay strictly neutral or should you lend your voice actively to one side? What would the impact of this be on your customer base and media profile?

BIOGRAPHIES



COLIN BYRNE CEO, UK & EMEA, Weber Shandwick, is one of the UK's leading PR practitioners with thirty years' experience spanning domestic and international public relations programmes, communications and campaign strategy, politics and public affairs.



ANDREW SMITH Associate Director Corporate Financial and Public Affairs UK, has over a decade of experience at the highest levels of policy and British politics and has worked extensively with industry groups and leading politicians.



JON MCLEOD Chairman, Corporate, Financial & Public Affairs, UK, Weber Shandwick, is one of the UK's most experienced corporate communicators and lobbyists. He has advised on corporate communication strategies for a wide variety of businesses on cross-border issues.



LAURENT CHOKOUALE DATOU Chairman, EU Public affairs, Weber Shandwick, is one of the most experienced communications professionals in Brussels. He is a leading expert on the EU institutions and their interaction with business.

THE BREXIT RISK ASSESSMENT TOOL WILL:

- ▶ Provide an analysis of your market and regulatory exposure arising from changes in the UK's EU status.
- ▶ Develop a scenario planning analysis of how the renegotiation and referendum campaign might impact your business and the potential risks and opportunities emerging from your involvement in it.
- ▶ Examine the demands of third countries for treaty changes and reforms that might arise on the back of the UK claims.
- ▶ Assess the impact of all of this on your business and provides advice on how to message and deploy your response.
- ▶ Provide board reports and presentations on the potential impact of Brexit to assist decision-making and preparation.

CONTACT

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