

# WEBER SHANDWICK REPUTATION MANAGEMENT

There is nothing more precious – or more intangible – than reputation. In a world where corporate reputations can be made or destroyed in the same week, companies and their leaders live life under a magnifying glass.

Weber Shandwick's reputation management experts understand what is required of leaders today. In a connected and transparent world, keeping a low profile is no longer an option for business leaders. No misstep – real or perceived – goes unnoticed.

To help you work towards the best outcomes, our global team supports clients in every aspect of reputation management, from creating and maintaining your reputation, to recovering after a crisis, to managing reputation online, to building CEO reputations.

The team is led by Patrick Harrison, our Director of Reputation Management and Strategic Media Relations.

Patrick's experience is unrivalled. Trained as a journalist, he worked at the highest levels of UK Government and was the Prince of Wales' Press Secretary for more than 10 years, playing a key role in rejuvenating the Prince's reputation.

Based in London, Patrick counsels CEOs, communications directors and other senior executives, and works with clients including international banks, iconic financial institutions, leading businesses, charities and NGOs, technological innovators and academic organisations.

Patrick leads media and presentation training, effective crisis communications support, and the delivery of Executive Equity, Weber Shandwick's programme for maximising the communications potential of senior executives. His team also offers expert guidance in creating effective and appropriate messaging, together with brand improvement and tonal development.

Weber Shandwick also offers industry-leading thought leadership, research and insight into corporate and CEO reputation, with recent reports including *The CEO Reputation Premium: Gaining Advantage in the Engagement Era*, a survey of more than 1,750 senior executives around the world, and its supplementary report *The Female CEO Reputation Premium? Differences & Similarities*.

We will provide you with personal, bespoke, proactive reputation management support, 24/7.

## WHY CHOOSE WEBER SHANDWICK TO HELP MANAGE YOUR REPUTATION?

- ▶ **Expertise:** Unparalleled senior level integrated communications counsel, drawing on more than 40 years' communications support and media handling at the highest level of public scrutiny.
- ▶ **Insight:** A wealth of knowledge, thought leadership, research and landscape awareness to ensure clients maximise profile opportunities.
- ▶ **Training:** Highly-sought-after training to prepare senior executives for presentations, media interviews and public speaking.
- ▶ **Social and digital:** Up-to-date advice on maximising social media and digital engagement, and the role and impact of social and digital in managing your reputation.

## CONTACT



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