



ISSUES MANAGEMENT AND CRISIS PR FOR SCHOOLS

Protecting your reputation at times of uncertainty or change.

WELCOME TO ALDER. YOUR FIRST LINE OF DEFENCE.

An unexpected crisis can be a testing time for a school's senior management. The communication demands are intense, and decision-making has to take place at high speed and under great scrutiny.

Alder specialises in supporting schools at such times, with a combination of PR support, strategic counsel, and stakeholder management advice. With many years' experience, often working with the country's best education lawyers, we advise on the full range of issues that schools can face.



AREAS OF EXPERTISE

We give practical and strategic advice to support your people and protect your reputation at times of uncertainty or change. We advise on a wide range of issues affecting schools, including:

ARRESTS OF STAFF

Communicating with stakeholders when legal proceedings are active is particularly delicate. There is a strong demand for information but you are severely restricted in what you are allowed to say.

PARENT DISPUTES

From a single disgruntled individual to an orchestrated campaign, a parent dispute can quickly escalate and catch the eye of the press unless handled with care.

PUPIL ACCIDENTS

At a time of heightened emotions, striking the right note in stakeholder relations is a particularly important skill that will also have an impact on the way the matter is reported.

THE IICSA

Preparing for and communicating about involvement with the IICSA will need careful planning if reputational risk is to be minimised.

REGULATORY FAILINGS

No school wants to have to communicate about failure but with the right touch it is possible to reassure stakeholders and even build confidence.

HISTORICAL CSA ALLEGATIONS

Distinguishing between 'then' and 'now' while being compassionate and not sounding complacent is a fine but essential balance to achieve when such cases arise.



Experience:
what makes us different.

OUR SERVICES

Much can be done to retain control, build relationships and project a professional image when the unexpected happens. Our range of services includes:

MEDIA HANDLING ADVICE



We will explain how journalists will approach a story and give you strategic advice on how to respond.

DRAFTING COMMUNICATIONS



We will bring consistency to your communications by drafting statements, Q&As, and lines to take.

SOCIAL AND DIGITAL MEDIA MONITORING



Our software will help you keep on top of breaking stories, enabling you to take swift action if necessary.

CRISIS PLANNING AND TRAINING



Planning ahead will help you cope with the significant demands that a crisis will place on you and your senior team.

STAKEHOLDER MANAGEMENT



Managing the diverse needs of your stakeholders is essential during any major issue.

VIRTUAL PRESS OFFICE



We can set up rapid-response outsourced press office facilities to act as a firewall between you and the media during difficult times.

POST-ISSUES SUPPORT



We give management and communications advice so that clients can embed lessons learned from a crisis or legal dispute.

CULTURE CHECK



When the crisis has passed, our exclusive service will improve your organisational culture and build resilience to future threats.

Whenever you need help, we're on hand to give you all the support you need.



OUR ADVICE WILL HELP YOU:

- protect your reputation.
- retain a sense of control during an unexpected crisis.
- benefit from the perspective of outsiders who have 'seen it all before'.
- project a calm and professional impression during difficult times.

We're Alder.
Sound Strategy. Good Advice.

TESTIMONIALS

"Superb reassurance - gave us confidence.
Demonstrated a real understanding."

Private school, staff arrest.

"Incredibly quick response, complete
understanding of our needs and appropriate
recommendations regarding support required."

Academy, pupil incident.

"Very calm. Very responsive. Very measured
and sound advice. Excellent to work with!"

Private school, regular client.

Our people



Tim Toulmin

Our Managing Director, Tim is our crisis PR lead and advises many schools on the handling of communications and management issues. A former Director of the Press Complaints Commission, he is also an adviser to the public affairs specialist Pagefield Communications and a charity trustee.



Nick Buckley

Nick's long career in journalism includes senior roles at the Mail on Sunday, Express Newspapers and Trinity Mirror, and he is our specialist partner for issues management. He is also a school governor and director of a multi-academy trust in South West London.



Anthony Longden

Anthony is Alder's specialist partner for crisis PR and live issues, in which role he regularly advises schools on how to handle developing stories. A former newspaper editor, he is currently an adviser to the Society of Editors and a judge at the British Press Awards.



Sallie Ryle

Sallie is our strategic communications partner, with a specialism in diagnosing organisational problems. Her career includes a 30-year stint at ITV plc, where she was a senior executive advising both high profile individuals and the business itself on the full range of communication and management matters.



Alison Hastings

Widely regarded as an expert in regulation and strategic communications, Alison has been a newspaper editor and BBC Trustee for England. She is Vice-President of the BBFC; a member of the Gambling Commission; a member of the Council of Durham University; and a non-executive director of Clatterbridge Cancer Centre.



Carrie Birmingham

Carrie has held senior HR and management positions in a variety of sectors, and was most recently HR Director at News UK. She is our specialist partner in Crisis HR management, helping organisations put their people at the heart of their crisis response and helping them unearth cultural hotspots that lead to reputational damage.



Steve Double

Steve has held senior communications positions at British Airways, Cable & Wireless and The Football Association, and also has extensive experience in the consultancy world. He has provided high-level strategic communications advice to major clients including Airbus, English Heritage and Panasonic, as well as large law firms and high profile individuals.

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