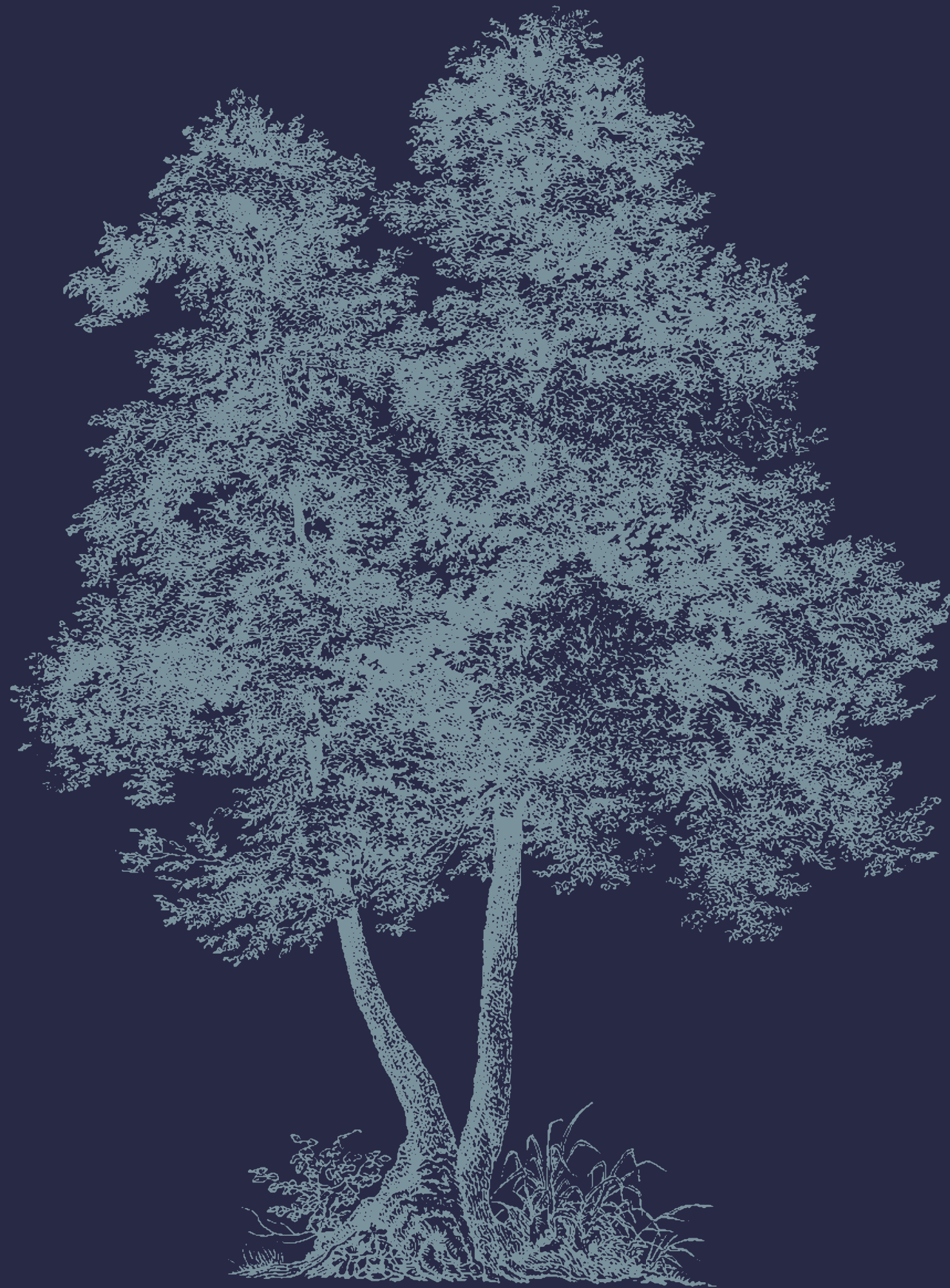


ALDER
LEISURE



Crisis PR & Issues
Management



ABOUT ALDER

Companies in the leisure, events, tourism and hospitality industries can suddenly find themselves at the centre of an unexpected crisis. The pressures placed on senior leaders by legal disputes, sudden incidents and stakeholder or media enquiries can be immensely challenging.

During these critical moments, the communication demands can be intense, and decisions must be made at pace and under great scrutiny.

Alder specialises in supporting clients at such times, offering the essential PR support, strategic counsel, media training and stakeholder management advice needed to navigate crises with confidence.

“Alder has delivered tremendous communications advice and support to our clients when going through difficult periods”

AIG (major insurer)

Alder /'ɔːldə / noun

The alder tree has long been a symbol of protection, stability and restoration. Its wood was historically employed for the building of wharves and flood defences. Even after centuries under water, alder doesn't rot, but is instead strengthened by every breaking wave.

AREAS OF EXPERTISE

Our consultants regularly support leisure clients – including major national venues, sport centres, high-profile hotel chains, and private members' clubs – advising boards, executives, and in-house communications teams through complex legal disputes, sudden events, stakeholder issues and hostile media coverage.

We also provide intensive media training and interview practice for senior management when facing legal disputes, public scrutiny, regulatory investigations or breaking news items.

Issues include:

Employee disputes

Customer complaints

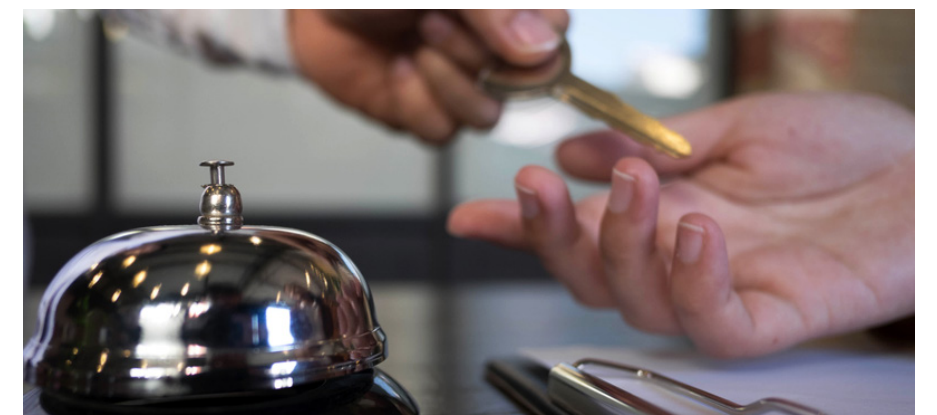
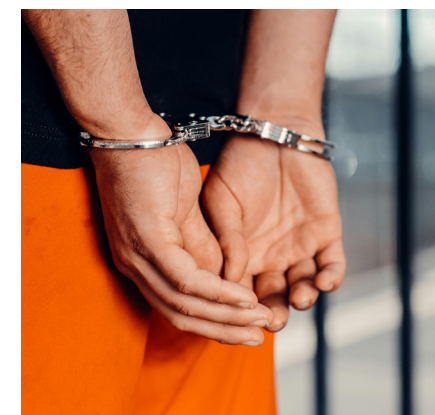
Arrests and trials of employees

Sudden incidents & fatalities

Workplace behavioural issues and employment tribunals

Regulatory investigations

Complex litigation





OUR SERVICES

From crisis preparatory measures and media training to supporting senior leaders and in-house teams with a range of complex matters, our bespoke services are designed to suit your specific circumstances.



Crisis communications manual

Drawing on our extensive leisure-sector experience, we create tailored manuals with step-by-step instructions, practical tips, and scenario-based communications to help clients handle crises effectively.

Vulnerabilities Audit

Our audits assess the vulnerabilities posed by your unique reputational risk landscape, from media exposure to internal processes and dynamics. We deliver a detailed report with actionable recommendations to enhance resilience and address existing risks and vulnerabilities.



Media training

We provide bespoke training to equip senior leaders and in-house teams with essential crisis-handling skills. From tabletop exercises to hostile interview practice and studio sessions, our flexible approach ensures teams are fully prepared and aligned on messaging and strategy.

Retained or ad hoc support

We provide time-critical crisis PR guidance, stakeholder management advice and strategic counsel to clients facing a crisis. We understand how quickly circumstances can change during a crisis, and our clients value the flexibility of our retainer terms.

OUR TEAM

Our leisure team is made up of highly experienced advisers who work closely with clients when facing a range of issues. Please see our [website](#) for details of our wider team of expert consultants.

“... a former Broadcast Journalist of the Year, brings unparalleled expertise in media relations. He prepares clients for immediate post-crisis challenges and builds their resilience through proactive media training.”



TIM TOULMIN

Managing Director

Tim gives crisis PR advice and strategic counsel to CEOs and senior management across the leisure sector. He supports companies on issues including cases of alleged misconduct; litigation; regulatory failings and many other subjects that can give rise to publicity. He founded Alder in 2010 having previously been Director of the Press Complaints Commission.



SUSAN SMITH

COO

Susan supports the client-facing team with back-office functionality so Alder consultants can be wholly focused on client issues. Having previously held senior management roles at global network agencies such as Ketchum & Weber Shandwick, her expertise lies in co-ordinating and managing high-functioning teams.



RICHARD CASEBY

Senior Adviser

A former Sunday Times Managing Editor and Times Newspapers board director, Richard has an unrivalled understanding of media strategy and crisis response. He led communications for the UK's largest governmental department and has advised Middle Eastern governments. His areas of expertise include media, crisis communications and public affairs.



MIKE PEARSE

Specialist Partner, Broadcast

Mike, a former Broadcast Journalist of the Year, brings unparalleled expertise in media relations. He prepares clients for immediate post-crisis challenges and builds their resilience through proactive media training.



JACK MYERS

Senior Account Director

Jack manages many of our most complex accounts and coordinates our training service, supporting clients on a range of issues and ensuring they are prepared for any crisis event. Jack joined Alder following senior consultancy roles at a number of specialist communications firms.



CARRIE BIRMINGHAM

Specialist Partner, Crisis HR & Cultural Transformation

Carrie is Alder's specialist HR partner, helping organisations put their people at the heart of their crisis response and helping them unearth cultural hotspots that lead to reputational damage. She is an experienced and qualified HR Director, OD consultant, facilitator and coach. Carrie supports with training when there are cultural issues that need to be addressed.

OUR PARTNERS

As the sole UK member of the Crisis Communications Network Europe, our clients in the leisure sector enjoy pan-European support for any international crisis event. We also have bilateral arrangements with individual crisis specialists in numerous other jurisdictions across the world.

We regularly collaborate with leading law firms, insurers and public affairs consultants to deliver exceptional advice to their clients at times of uncertainty or change.

We pride ourselves on the strong, trusted relationships we've built with many long-standing clients over the years, who

time and again return for peerless crisis advice and support. We are also frequently instructed by major insurers such as Ecclesiastical, RSA and AIG when their clients are facing challenging situations.

“Very calm. Very responsive. Very measured and sound advice. Excellent to work with.”

CEO, regular client

“I'd like to thank you for your fantastic support over the last few months. You have been the most incredible partner for us, and it's been an absolute pleasure to work with you and the team.”

Director of Impact, industry body

For a discreet, no obligation discussion about your needs please call us on 020 7692 5675 or email enquiries@alder-uk.com