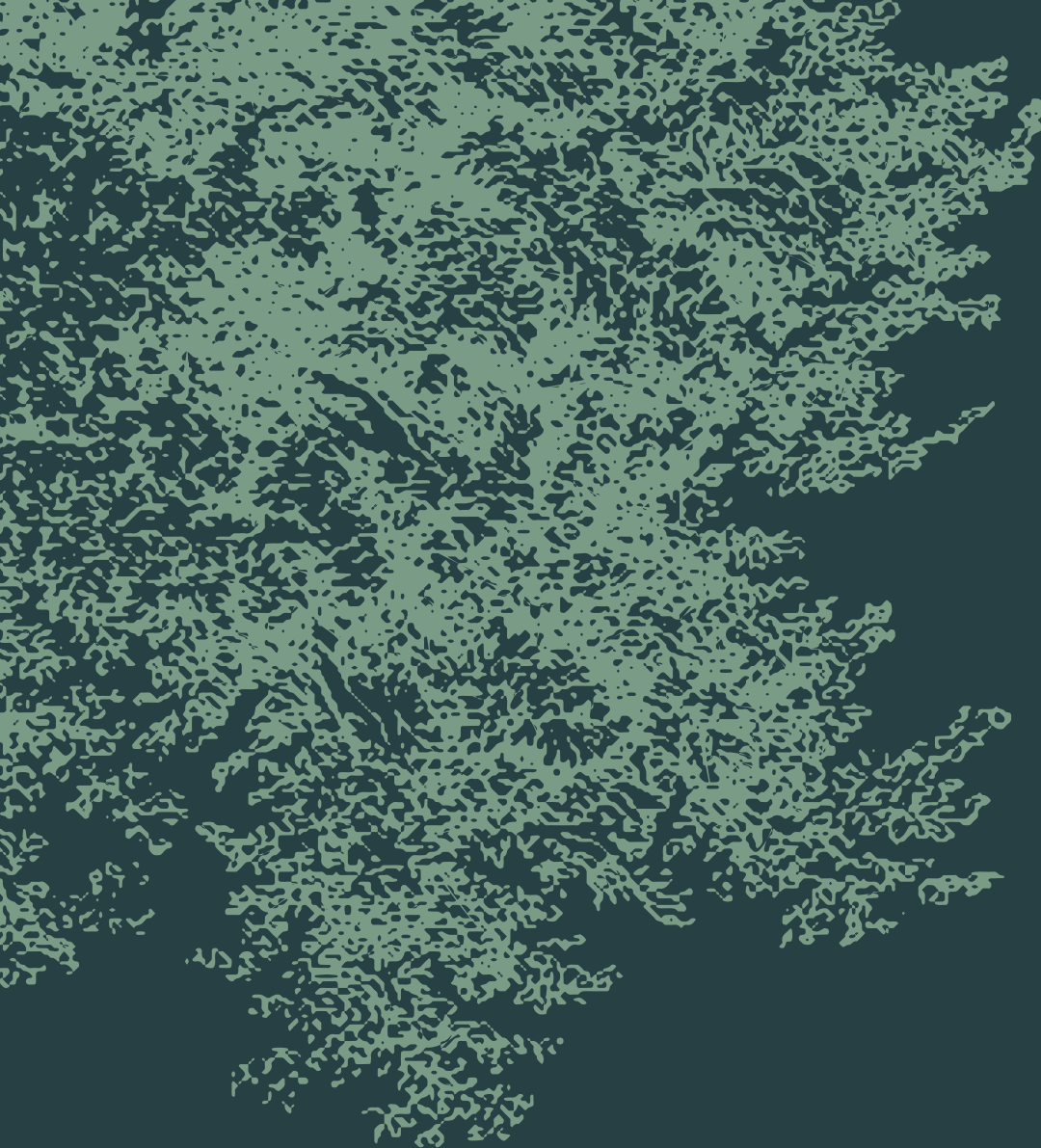


ALDER



Protecting
your reputation
at times of
uncertainty
or change



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.*



ABOUT ALDER

An unexpected crisis can be a testing time for individuals and organisations. The communication demands are intense, and decision-making must take place at high speed and under great scrutiny.

Alder specialises in supporting clients at such times, with a combination of PR support, strategic counsel, and stakeholder management advice. With many years' experience, and working with the country's leading lawyers, we advise on how to handle a whole range of issues that can arise from a sudden incident, legal dispute or unexpected communications challenge.

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

CEO, regular client

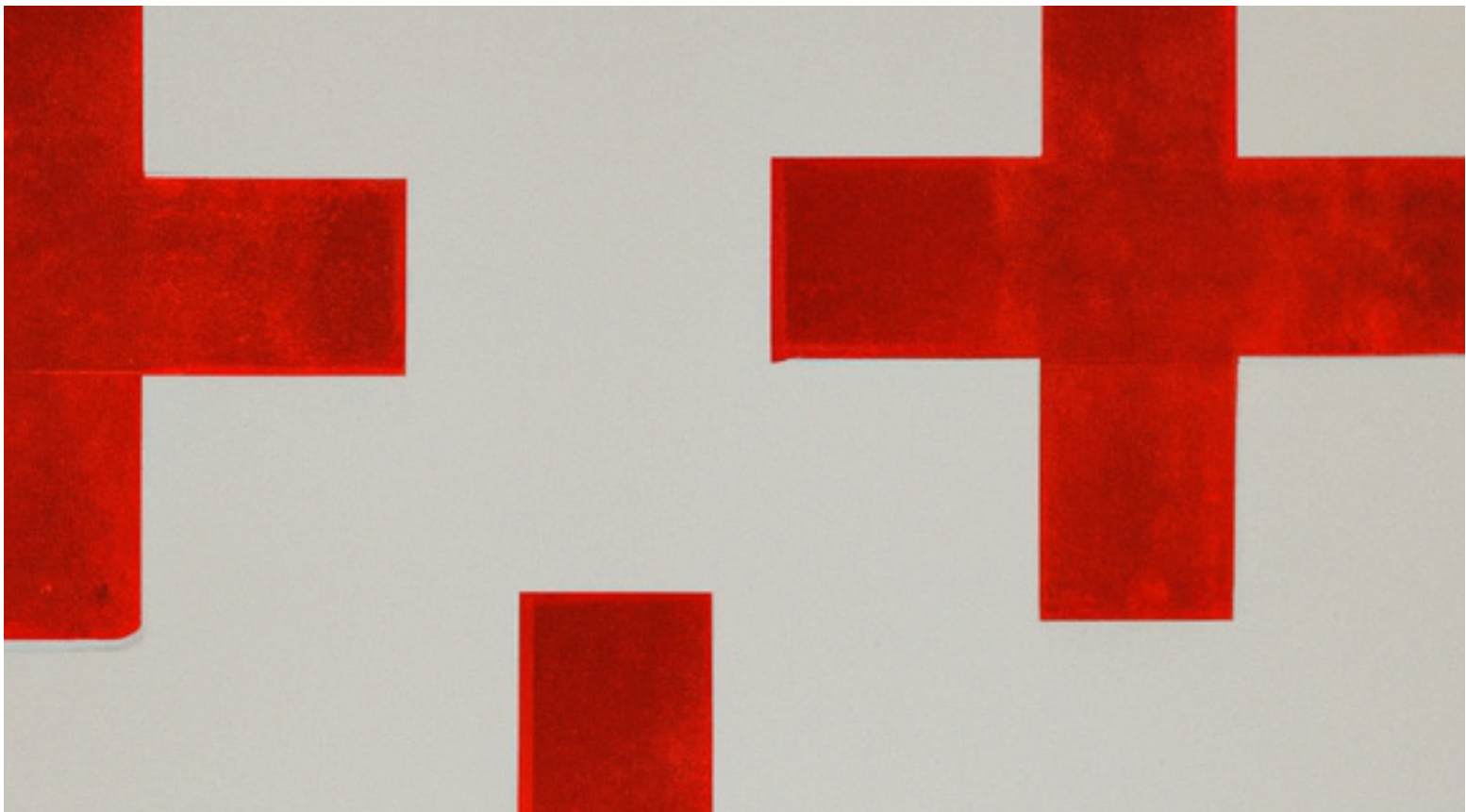
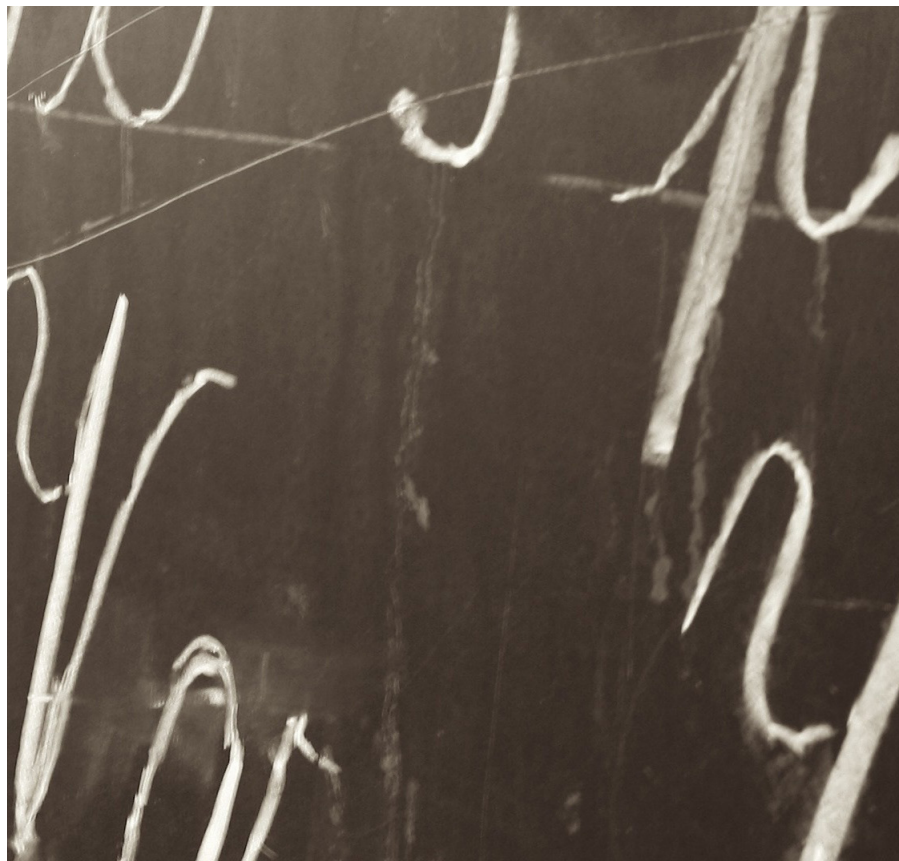
AREAS OF EXPERTISE

We have many clients in the education, charity and healthcare sectors, and represent major public sector organisations such as NHS Trusts and blue light services. We also have extensive experience working with companies of all sizes and in advising private and high-profile individuals.

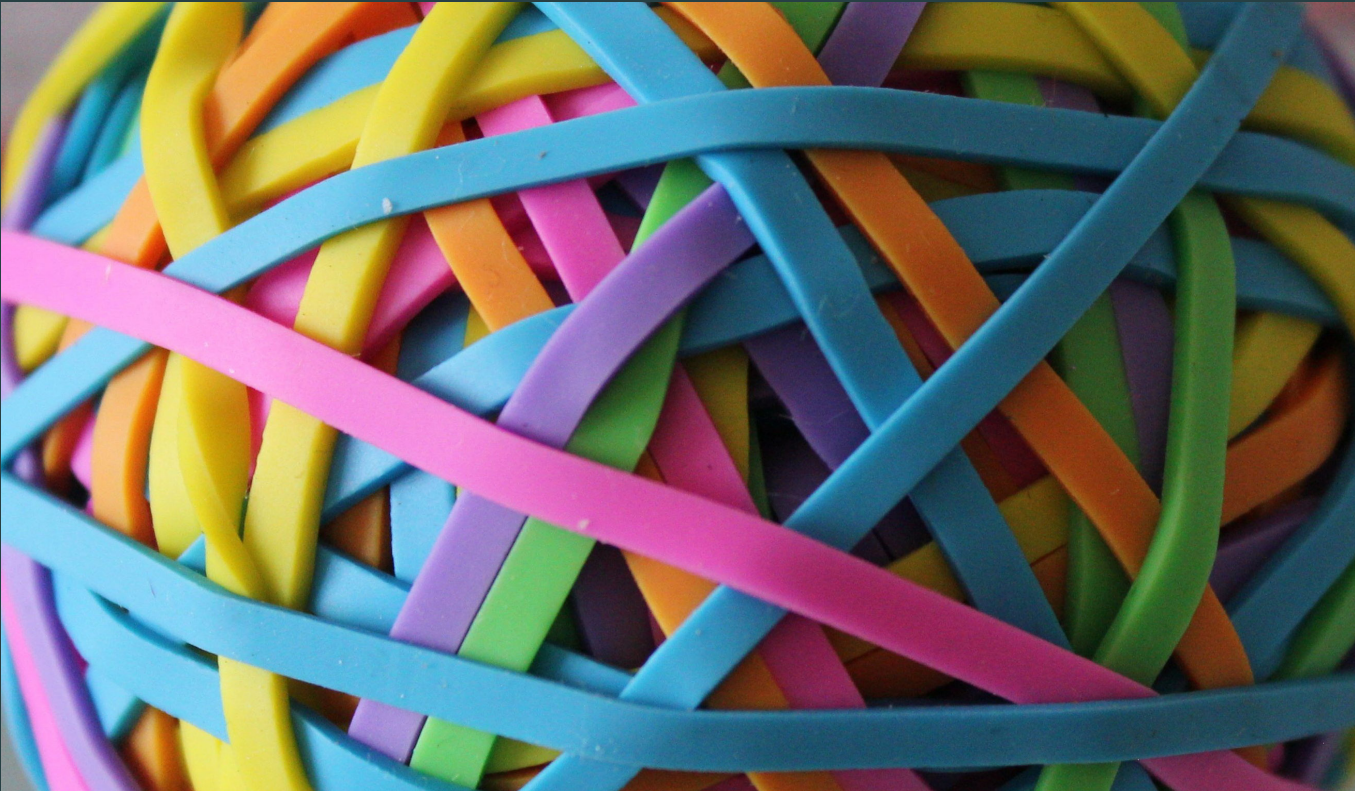
Whatever support you need - whether that's help with dealing with an urgent incident or advice on crisis preparedness and reputational repair - Alder has a range of bespoke services for you. We will build your resilience to threats, ensure you stay on the front-foot during difficult times and help support your decision-makers before, during and after a crisis event.

Issues include:

Accidents and sudden deaths, including multi-fatality events
Inquests
Arrests and criminal trials
Hostile media inquiries
Undercover 'stings' by reporters
Regulatory failures
Organisational culture problems, including bullying and harassment
Allegations of abuse
Staff suspensions and absences
Industrial action
Public inquiries



OUR SERVICES



BEFORE A CRISIS: BUILDING RESILIENCE

Crisis communications manual

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

Building empathy capital

Improving your reputation with the public and your stakeholders in advance of any crisis will help get you through even the most challenging scenario.

Hostile media training

It's one thing being a confident speaker; it's another performing under the pressure of responding to a negative story with a dogged reporter in front of a rolling camera.

Crisis simulations

Testing your crisis responses with a real-time simulation will help identify your core vulnerabilities.



BEFORE A CRISIS: GETTING READY

Stakeholder management plan

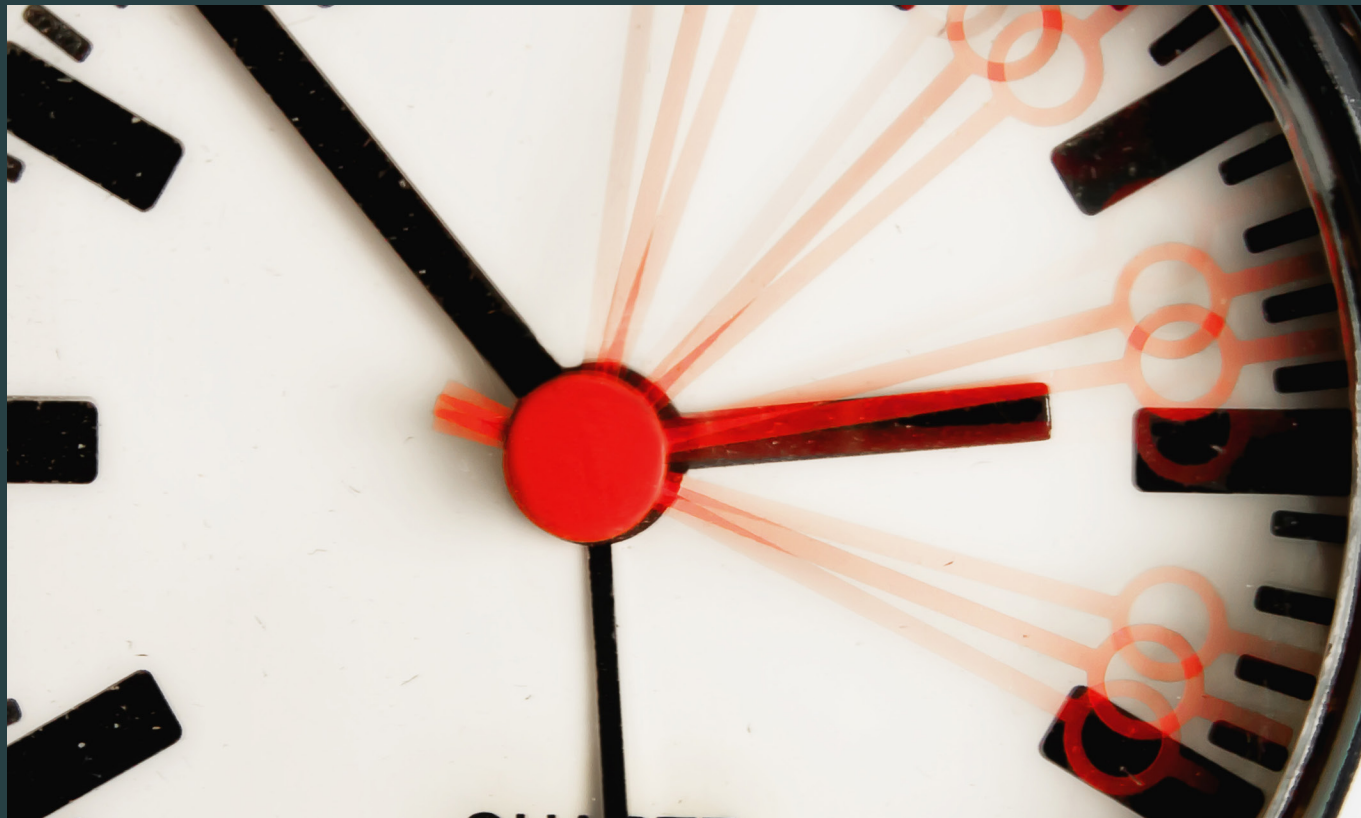
Managing the diverse needs of your stakeholders is essential during any major issue.

Media strategy

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

Online reputation review

Journalists will often begin their research by seeking out your online profiles. Ensuring information is accurate and up-to-date and monitoring complaints can be the difference between making headlines and avoiding mention entirely.



DURING A CRISIS: RESPONSE

Communications drafting

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

Outsourced 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.

Media monitoring

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

Social media support

Increasingly, crises either start on or are sustained by social media activity, making your online profile and response strategy all the more important.



AFTER A CRISIS: RECOVERY

Recovery strategy

Once the dust has settled, you will need to focus on rebuilding reputation. We give management and communications advice so that clients can tell positive stories again and embed lessons learned from a crisis or legal dispute.

Online reputation repair

A crisis can leave a lasting negative legacy if not addressed. Our digital reputation partners can get to work immediately to ensure your online profile is clear of negative stories.

Training gaps

Our experts will help you identify any gaps in learning that may have contributed to reputational damage, and ensure your team are better prepared for crisis events in future.

OUR PARTNERS

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

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

We are the communications partner for DWF’s award-winning Crisis Response product, and work regularly with the following firms:

“Responsive,
understanding and
absolutely on the ball
– your client service
delivery matches our
firm’s values in
this area.”

International law firm

AIG	Moore Barlow
Barlow Robbins	RSA
Bindmans	Sheridans
DACB	Simkins
Ecclesiastical	Simons Muirhead and Burton
Eversheds Sutherland	Stone King
Harrison Clark Rickerbys	Veale Wasbrough Vizards
Kennedys	Weller Group
Marsh	Wiggin and Co.

OUR TEAM



TIM TOULMIN

Managing Director

Tim gives crisis PR advice on issues including sudden incidents and fatalities; civil litigation; arrests and criminal trials; inquests; employment disputes; and EDI matters among 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 to enable Alder consultants to be wholly focused on client issues. Having previously held senior management roles at global network agencies such as Ketchum & Weber Shadwick, 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.



ANTHONY LONGDEN

Specialist Partner, Crisis Communications

Anthony advises clients in the education and charity sectors. He is uniquely placed to advise clients on a wide range of crisis and media relations issues, having worked as a senior regional media journalist and editor at Newsquest Media Group and Trinity Mirror for more than two decades.



ALISON BRACE

Specialist Partner, Proactive Education PR

Alison's extensive knowledge of schools is a huge asset to clients wanting to build their profile. She has served as education correspondent for national and local newspapers, and has worked for the BBC's first education consumer programme and the Times Educational Supplement.



SUE BISHOP

Specialist Education & Charities Partner

Sue provides strategic advice to schools and charities. Before joining Alder, she was Director of External Relations at the Headmasters' and Headmistresses' Conference and Director of Communications at Christian Aid and ActionAid UK. She has worked for Newsnight, BBC News, Watchdog, Dispatches and The Mirror.



BEN GRIFFITHS

Specialist Partner, Media Relations

While leading news and features teams at News UK and Reach PLC, Ben was at the centre of some of the biggest stories of the last two decades. With a strong network of contacts, Ben knows who and what it takes to ensure clients get their message across, especially during a media crisis.



TAYO SALAMI

Specialist Partner, Strategy & Research

Tayo specialises in organisational effectiveness and has extensive experience in strategic planning, change management, project implementation, operations management, research, internal audit and impact evaluation across services, retail and charity sectors.



JACK MYERS

Senior Account Director

Jack joined Alder following senior consultancy roles at a range of specialist communications firms. His broader experience includes working at The Times and Legal 500, and has advised a range of clients including Klarna UK, Finablz and Interserve.



JOE MACINTYRE

Account Manager

Joe supports Alder with case management, business development and marketing strategy. Having read European Studies at Trinity College Dublin and worked at two of the top 100 QS ranked Universities in the world, Joe provides strategic advice across all of Alder's practice areas, with particular focus on charity and education clients. Joe speaks Spanish and Italian.

For a discreet, no obligation discussion about your needs please call +44 20 7692 5675 or email enquiries@alder-uk.com

