

ALDER



Litigation PR

ABOUT ALDER

Legal issues can threaten an organisation's reputation. During these testing times the demand for information from stakeholders and the media can be overwhelming, the reputational risk can be severe and the fallout can be damaging.

Alder specialises in supporting clients when facing legal issues, with a combination of PR support, strategic counsel, media training and stakeholder management advice. We advise on how best to protect an organisation's reputation when dealing with legal issues across a range of areas.

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.*

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

AIG

AREAS OF EXPERTISE

Given reputational risk, the duties of confidentiality owed by employers and the intense level of scrutiny from media and other stakeholders, the communication and reputation management challenges faced by organisations when dealing with legal issues are both complex and critical.

Our consultants regularly advise clients when facing legal issues. We support organisations when dealing with their own legal issues and also when external legal issues relating to employees, partners and other associated parties risk reputational damage for the organisation and parties concerned.

We help educational institutions, charities, businesses, public sector organisations and individuals navigate these legal processes, supporting boards, executives, and in-house communications teams through demanding periods and hostile media coverage, ensuring that every step has been taken to protect an organisation’s reputation throughout the process.

We also provide intensive media training and interview practice for senior management when facing legal issues.

We regularly advise across a range of legal processes, including:

- Arrests and trials
- Inquests
- Regulatory investigations
- Litigation
- Class action lawsuits
- Negligence cases
- Historic abuse cases
- Employment disputes and tribunals
- Public inquiries



OUR SERVICES

We help clients to protect their reputations before, during and after a legal issue. From preparing the appropriate communications to handle the matter in line with the legal stages, to regaining trust once the dust has settled, we have a range of bespoke services to suit your specific circumstances.

BEFORE: GETTING READY

Media strategy

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

Preparation pack

Our comprehensive and bespoke written advice will guide your team throughout and help you cope with the difficult stakeholder questions, media enquiries and the reputational risks that a legal matter will place on you and your senior team.

Hostile media training

It's one thing being a confident speaker; it's another performing under pressure. Our trainers will support you with rehearsals and help you align your message with the legal process.

Online reputation review

Journalists will often begin their research online. Ensuring information is accurate and up-to-date, as well as monitoring complaints, can be the difference between making headlines and avoiding mention entirely.

DURING: RESPONSE

Comprehensive communications drafting

We will bring consistency to your communications by drafting statements, Q&As, and reactive lines to take, always taking into account what stage legal proceedings have reached.

Outsourced press office

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

Media monitoring

Our software will track for keywords across digital, print and social media, helping you keep on top of proceedings, spot leaks and enabling you to take swift action if necessary.

Social media support

It has become more and more difficult to manage social media rumours and pressure from the public for information – having clear protocols and response strategies when dealing with legal issues will help you avoid any ‘own goals’ and manage each stage effectively.



AFTER: RECOVERY

Recovery strategy

Once the dust has settled, you will need to focus on rebuilding reputation. We give strategic advice so that clients can restore their reputation and embed lessons learned from a crisis.

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 TEAM

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

“Her role as HR Director for the Sun Newspaper honed her ability to manage complex people problems, particularly so when she had to deal with the arrest of 34 employees.”



TIM TOULMIN

Managing Director

Tim gives crisis PR advice and strategic counsel to CEOs and senior management when dealing with legal issues. He supports clients on a range of high-stake issues, often involving major publicity, including criminal matters; high-profile litigation; and regulatory investigations. He founded Alder in 2010 having previously been Director of the Press Complaints Commission.



STEVE DOUBLE

Strategic Partner

Steve helps high-profile clients manage complex legal issues and hostile press enquiries. He has held senior roles at British Airways, Cable & Wireless and The Football Association. He has provided strategic counsel and communications advice to HNWIs, multinational companies and major brands.



MIKE PEARSE

Specialist Partner, Broadcast

Mike is one of the most experienced journalists in the country and a former Broadcast Journalist of the Year – his understanding in this area guides our media training for clients as he both prepares clients in the aftermath of a legal crisis for the immediate challenges ahead and helps them build preparatory resilience through proactive training.



CARRIE BIRMINGHAM

Specialist Partner, Crisis HR & Cultural Transformation

Carrie provides clients with consultancy regarding cultural problems and workplace scandals, often involving legal aspects. Carrie spent ten years working across a variety of senior roles at News UK. Her role as HR Director for the Sun Newspaper honed her ability to manage complex people problems, particularly so when she had to deal with the arrest of 34 employees.



JACK MYERS

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 range of specialist communications firms.

OUR PARTNERS

As the sole UK member of the Crisis Communications Network Europe, our clients enjoy pan-European support when facing multi-jurisdiction legal issues. We also have bilateral arrangements with individual crisis specialists in numerous other jurisdictions across the world.

We regularly collaborate with lawyers, insurers and public affairs consultants to deliver exceptional advice to their clients throughout the legal process.

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 frequently instructed by major insurers such as Ecclesiastical, RSA and AIG when their clients are facing challenging situations.

“We have total confidence in the support provided by Alder and it is incredibly reassuring to know you guys are supporting some of our clients. We always recommend you when clients need crisis management support.”

**Major law firm, 2024 Leading Firm
Chambers & Partners**

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

International law firm

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