

Crisis Management for Attorneys & Their Clients

Learn How to Keep Your Clients Off the Front Page:

Sexual misconduct...data theft...OSHA & discrimination complaints...
active shooter...accusations of fiscal mismanagement...employee fraud...
product defects...activist attacks...environmental events...industrial accidents...
management transitions...community outrage...regulatory issues

As almost any general counsel of a large company will tell you, legal controversies today are tried in the Court of Public Opinion — at least as much as in any Court of Law. **Because the value of a company's reputation is immeasurable — and perhaps its largest uninsured asset** — a corporation loses when the brand image is tarnished, even if the corporation technically wins at trial. Furthermore, since most legal controversies are settled prior to trial, the Court of Public Opinion has arguably become the most important battleground affecting not only good will and market share, but legal bargaining power and settlement negotiations. Managing this battleground, therefore, has become integral to many corporations' legal strategies.

- Georgetown Journal of Legal Ethics



Facebook, Twitter, Instagram, Snapchat and YouTube are now the places where a reputation built up over years of good work can be shattered in an instant.

Especially in today's world of "gotcha" journalism, "managing the message" is a necessary skill set for attorneys, as well as CEO's, government leaders and executive directors.

This fast-paced talk by veteran crisis management and communications specialist Bruce Hennes, from Hennes Communications in Cleveland, Ohio, will focus on a highly-strategic approach to crisis management and crisis communications for a wide variety of situations, offering methods to establish and maintain "control of the message," enabling attorneys to help their firms and clients move messages forward or mount a defense against an outraged public, unhappy customers or a sudden press onslaught.





Chief Executive Officer, Hennes Communications

Bruce has 35 years' experience working in politics and public relations. Current and former clients of the firm include:

- Avery Dennison
- Cleveland Host Committee for the 2016 GOP Convention
- Lubrizol
- ThyssenKrupp
- Evonik
- Kent State University
- Oberlin College
- The Greater Cleveland Regional Transit Authority
- Northeast Ohio Regional Sewer District
- National Aeronautics & Space Administration (NASA)
- Scores of law firms, municipalities and school districts across the U.S.



Hennes delivered this seminar for three years in a row as a plenary for the American Bar Association's Leadership Conference, in addition to similar seminars for:

- Alabama League of Municipalities
- Allegheny County (Pittsburgh) Bar Assoc.
- American Assoc. of Corporate Counsel
- American Bar Assoc. Leadership Institute
- American Public Power Assoc. Regulatory & Law Conference
- Association of Corporate Counsel
- Association of Legal Administrators
- Baker Hostetler LLP
- Benesch Friedlander Coplan & Aronoff
- Brennan, Manna & Diamond
- Buckingham, Doolittle & Burroughs LLC
- California Bar Leadership Conference
- Calfee, Halter & Griswold
- Case Western Reserve Univ. Coll. of Law
- Cleveland, Columbus, Akron, Dayton, Cincinnati & Toledo Bar Associations
- Colorado State Bar Association
- Cuyahoga County Law Directors Association
- Davis Graham & Stubbs LLP
- Defense Research Institute
- Denver Bar Association
- Eastman & Smith LLC
- Federal Bar Association
- Frantz Ward
- Greater Cleveland General Counsel Association
- Hahn Loeser & Parks LLP
- Ice Miller LLP
- International Municipal Lawyers Association
- Jones Day Reavis & Pogue
- Kohrman, Jackson & Krantz LLP
- Lake, Lorain, Medina and Stark County Bar Associations
- Legal Marketing Association
- Marine & Energy Symposium
- Maritime Lawyers of the United States
- Maui Municipal Lawyers Association
- McDonald Hopkins
- National Assoc. of Bar Executives
- National Conference of Bar Presidents Executives
- New York City Bar Association
- Northeast OH Law Directors Association
- OH Council of School Board Attorneys
- OH Business Law Institute
- OH Municipal Attorneys Association
- OH Prosecuting Attorneys Association
- OH Society of Healthcare Risk Managers
- OH State & Nevada State Bar Associations
- Porter Wright Morris & Arthur LLP
- Reminger
- Roetzel & Andress
- San Diego County Bar Association
- Society of OH Healthcare Attorneys
- Squire Patton Boggs
- Taft, Stettinius & Hollister LLP
- Thompson Hine LLP
- Tucker, Ellis LLP
- Ulmer & Berne LLP
- Universities of Akron and Toledo Law Schools
- U.S. Law Firm Group
- Walter & Haverfield LLP
- Weston, Hurd LLP
- Wheeler Trigg O'Donnell LLP

Hennes Communications

Hennes Communications is one of the few agencies in North America focused exclusively on crisis management and crisis communications. Serving corporations, government agencies, educational and healthcare institutions and nonprofits that are "on trial" in the Court of Public Opinion, Hennes Communications also offers media training and litigation communications support to their clients. For more information, please visit www.crisiscommunications.com.



Hennes is a long-time member of the Cleveland Metropolitan Bar Association and recipient of the bar association's President's Award in 2008 and 2018. He is also an adjunct professor in the Levin College of Urban Affairs at Cleveland State University, president of the Leadership Cleveland Class of 2008, a member of The Press Club of Cleveland and one of the founders of the FBI Citizens Academy Foundation of Cleveland. In 2011, he received the Communicator of the Year award from the International Association of Business Communicators - Cleveland, and in 2013, a Gold "Rocks" award and "Best of Show" award from the Public Relations Society of America, Greater Cleveland Chapter, for his crisis communications work related to a ferry boat crash in New York City's Financial District. In addition, he was named one of the "50 Game-Changers of PR for 2017" by industry publication *PRNews*.