



# ASSESS, STRENGTHEN AND PROTECT YOUR CORPORATE REPUTATION

EXPERTS WITH IMPACT

“It takes 20 years  
to build a reputation  
and five minutes to ruin it.”

Warren Buffet

FTI Consulting is an independent global business advisory firm dedicated to helping organisations manage change, mitigate risk and resolve disputes: financial, legal, operational, political & regulatory, reputational and transactional.

FTI Consulting Brussels, with 70 professionals from 25 countries, is a hub office able to manage and coordinate international and pan-European strategic communications campaigns and programmes built around moments of change.

## CORPORATE REPUTATION MATTERS

Your corporate reputation is a valuable commodity and can deliver a significant competitive advantage. It can drive commercial performance, influence policy, nurture a committed workforce and maintain the credibility of your brand within society. Moreover, it can help to protect your organisation in the event of a crisis and other areas of corporate risk.

**Are you actively managing your reputation?  
Is your reputation at risk?**



“ Only 59% of respondents overall ‘strongly’ agree that their organisations have a credible and compelling narrative that addresses cross stakeholder expectations and aligns with corporate purpose. ”

Reputation Institute

## DELIVERING VALUE TO SOCIETY

Today, a broader range of stakeholders look at how a business, its management and the products and services it provides are valued and appreciated by the communities in which they live, work and play.

### Reputation is being driven by:

- Volatile global markets
- More informed employees
- Increasingly vocal customers
- More transparency and empowered regulators
- More intimate relationships between policymakers and the public

An organisation today is more accountable for its actions.

These actions drive corporate reputation.

**RESPECT** | How an organisation behaves ethically – are you admired and trusted?

**RELIABILITY** | How an organisation stands behind its products & services – are you offering a consistent quality service?

**REACH** | How an organisation performs financially – do you have a credible vision that positions you for future growth?

**RESPONSIBILITY** | How an organisation accounts for its social and environmental activities – do you take responsibility for your actions?

### Good reputation is a combination of:

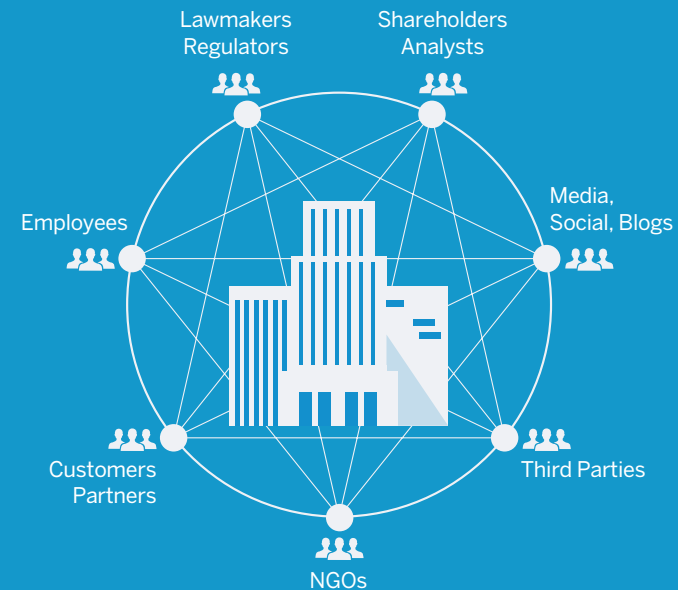
-  Your leadership qualities
-  Your innovation pipeline
-  Your financial performance
-  Your workplace environment
-  Your corporate citizenship
-  Your governance standards
-  Your products and services

## COMMUNICATION DRIVES REPUTATION

Every communication is an opportunity to protect or promote your reputation.

In an increasingly interconnected world, stakeholders have access to more information than ever before. How they receive and digest their news is challenging the corporate landscape and requires a more sophisticated approach.

### TODAY



### TOMORROW



In 2020, mobile devices will be the primary connection tool to the Internet for most people in the world.



In 2025, the Internet will be more seamless and pervasive. It will be ever-present in our daily lives.

## PREPARATION IS KEY

Your business has to consider a number of newly emerging opportunities or potential threats that could all have an impact on your reputation. However many businesses do not have adequate reputation management protocols in place.

Being prepared gives you an opportunity to demonstrate the full value of your business.

It means you are in a more agile position to take full advantage of future opportunities and better able to adapt to commercial, political, internal or brand risk.

“The way to gain good reputation is to endeavour to be what you desire to appear,”

Socrates

## WHEN WE CAN HELP

FTI Consulting Brussels helps companies, organisations and executives manage reputation through **MOMENTS OF CHANGE** with an integrated approach that reflects every aspect of how your business acts and communicates.



## HOW WE CAN HELP: OUR PRODUCTS & SERVICES

Harnessing expertise from across our global network, we design and deliver highly customised and measurable programmes and campaigns.

### ASSESS

Understand your current reputation through accurate measurement and establish measurements for reputation success.

### STRENGTHEN

Strengthen or enhance your reputation around moments of change within your organisation.

### PROTECT

Help protect your reputation and be prepared for any future crisis.

#### PRODUCTS

##### • **Capture: Corporate Reputation Audit**

Capture is a formal stock-take of your reputation that will give you the necessary insights to fuel your corporate reputation programme.

##### • **FTI Detect**

FTI Detect uses advanced research tools to uncover information to assess an organisation or individual's reputation online.

##### • **Content Impact**

Content Impact challenges organisations to tell their story in new and creative ways, bringing a novel edge to messaging and elevating a brands narrative beyond the traditional channels.

##### • **FTI Political Communications**

We offer a full service solution to organisations looking to manage change in a time of heightened political events; from post-Brexit intelligence to issues-led campaigns.

##### • **FTI Fortify Simulation**

We deliver bespoke and authentic crisis simulations that will stress test your crisis management teams; highlight strengths and identify vulnerabilities in existing crisis processes, structures and skills across media and social media channels.

##### • **FTI Fortify Workshop**

Our FTI Fortify workshops allow teams to sample the challenges posed by a live crisis within a compressed timeframe, without the intensity of a full simulation.

#### SERVICES

- Stakeholder mapping and perception audits
- Media perception analysis
- Social media insights and intelligence
- Employee engagement audits
- EU issues mapping
- Geopolitical intelligence
- Reputation risk assessments
- Reputation-reality gap analysis

- Reputational and issues based campaigns
- Corporate narrative and messaging development
- Media and influencer outreach
- Social media listening and monitoring
- Digital campaigns and engagement
- B2B marketing communications
- Employee engagement and change communications
- Executive leadership and positioning

- Crisis response team and 24x7 support
- Crisis plan creation
- Crisis preparedness audits
- Cybersecurity risk assessment and counsel
- Media and presentation training



FTI Consulting Brussels offers a comprehensive range of services that help to **assess, strengthen** and **protect** corporate reputation in market and across Europe.



## ABOUT FTI CONSULTING

With approximately 650 expert strategic communications consultants located in key markets around the world, we combine global reach with local knowledge to help client management teams and Board of Directors seize opportunities, manage crises, navigate market disruptions, articulate their brand, stake a competitive position, and preserve their permission to operate. Drawing upon our unrivalled depth of industry expertise and interdisciplinary experience and using our broad network of relationships with key influencers, we help clients clarify, persuade and ensure that the right message reaches the right audience at the right time.

We have been in business for more than 30 years and have over 4,600 employees in 28 countries on six continents. We offer a rare combination of geographic presence, competency and relationships.

Our business incorporates five divisions: Strategic Communications, Economic Consulting, Technology, Forensic & Litigation Consulting and Corporate Finance / Restructuring Services.

PUBLICLY TRADED -  
NYSE

**FCN**

**3** NOBEL LAUREATES

55 OF FORTUNE 500  
CORPORATIONS ARE  
CLIENTS

**55/500**



2017  
Named EMEA Public Affairs  
Consultancy of the Year



2015  
Gold SABRE Award Best Campaign  
Shale Gas Europe



2016  
Strategic Communications Consulting  
Firm of the Year in Belgium



2016  
Most Outstanding Strategic  
Communications Advisors in Belgium



## Strengthening a reputation in the energy debate: **Shale Gas Europe**

An extensive pan-European programme set up and managed by FTI Consulting to drive reputation and awareness of a highly emotive and technical debate on this potential new energy source. FTI's constant focus on the discussion highlighted the benefits, quantified the risks, and responded to inaccuracies in the public domain, facilitating the flow of information and the overall perception of Shale Gas in Europe.



2015 Winner:  
9th best PR campaign  
in the world



2015 Winner:  
Gold award for best energy  
& natural resources  
PR campaign in EMEA

## Protecting a reputation in healthcare: **Perrigo**

When a delicate crisis hit, causing employee unrest and the company's share price to drop, Perrigo called on FTI Consulting for instant crisis communications support to protect the Perrigo brand. FTI's quick counsel on market sensitive issues and guidance on an appropriate communications rollout, coupled with the expert handling of media and analyst attention, helped shield Perrigo's reputation – and its share price – from further damage in the market.



## Supporting a regulatory programme to strengthen a reputation: **MasterCard**

MasterCard sought to improve relationships in the EU in order to enhance its reputation and ensure a presence in the regulatory debates on payments infrastructure as they directly affect MasterCard's license to operate. FTI Consulting has facilitated in MasterCard's overall perception and reputation across Europe ensuring the right relationships exist and messages are clearly communicated to increase impact in European negotiations.





## Promoting a reputation during a competition investigation: **CK Hutchison Holding** and **VimpelCom**

Hong Kong-based conglomerate CK Hutchison Holding and Amsterdam-based Company VimpelCom notified the European Commission of their intention to form a joint venture. FTI provided strategic public affairs and communication counsel around the merger proceedings, at a time when the European Commission was scrutinising telecommunications mergers, up until the European Commission cleared the joint venture on 1 September 2016 with remedies.



## Organisational rebrand to strengthen a global reputation in telecommunications: **Ooredoo**

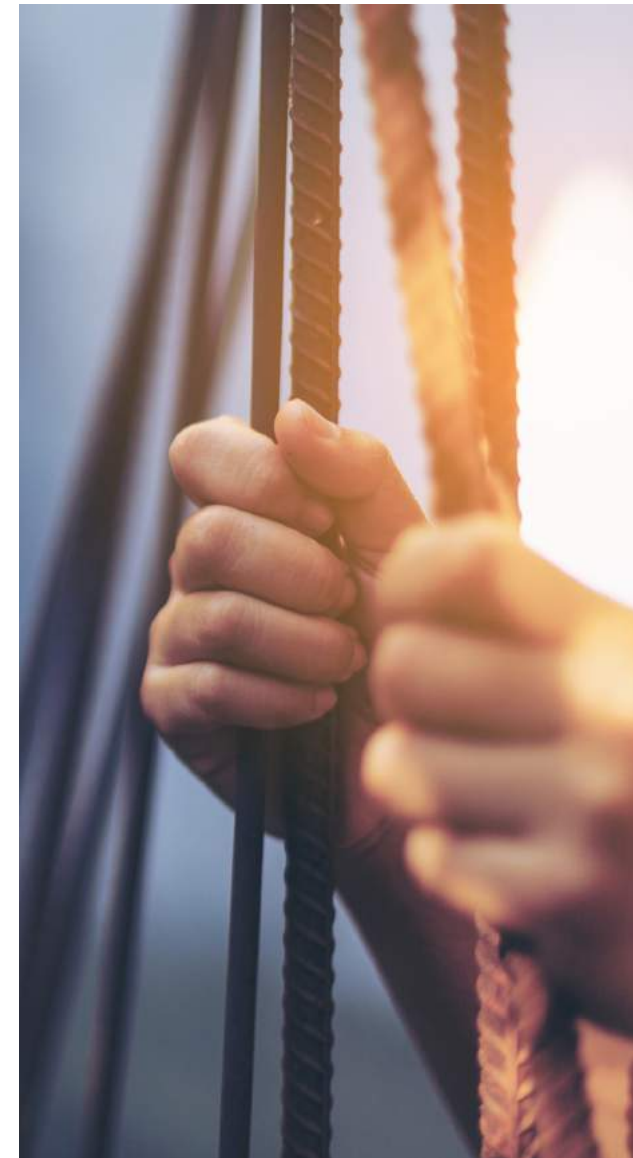
Ooredoo, a Qatari based global telecommunications provider, was rebranded from the Qtel Group at the Mobile World Congress in Barcelona in 2013. FTI's 24/7 media support successfully profiled Ooredoo in the media through the creation of 11 events and 50 press interviews, supporting 52 announcements generating media coverage (outside MENA) with an impact value of over US\$11m. Subsequently the campaign received the Gold International Business Award (Stevie) Award for "Communications Campaign of Year" and a second Gold for its innovative website.





## Strengthening awareness of a global technology brand: **Epson**

Epson, a global technology leader, called on FTI Consulting to reposition the company and its line-up of solutions towards the business (B2B) market. FTI's established content strategy put Epson on the map across its four area of focus in printing, visual, wearables and robotics, generating increased brand awareness, media coverage (1000+ clippings across Europe) and over 5.5 million impressions on social media around specific Company events.



## Strengthening understanding of a major global social issue: **Global Slavery Index (GSI) 2016**

For the third consecutive year, the Walk Free Foundation, authors of the Global Slavery Index, challenged FTI to create a global media and digital strategy for the release of the 2016 edition of the report that would deliver blanket worldwide coverage in traditional and social media. FTI successfully raised the profile of the Global Slavery Index, generating over 201 million impressions on Twitter, two trending hashtags and in excess of 2000+ top line media articles globally. All of this led the campaign to win "Best use of Twitter" at the IN2 Sabre Award in 2017.



## OUR TEAM



### **Simon Dobb**, Senior Managing Director, Head of Corporate Reputation

Simon is Head of the Corporate Reputation practice in Brussels. He brings specific expertise in managing global or multi-regional corporate reputation programmes, drawing on over 30 years of consultancy experience in corporate positioning, crisis communications, strategic media relations, digital and social media, business-to-business communications, and employee engagement/change communications.



### **Marcus Pepperell**, Managing Director, Corporate Reputation

Marcus has over 17 years providing strategic advice on major corporate reputation issues and challenges working at a local, regional and international level. Leveraging the EU policy agenda, he develops and implements fully integrated reputation campaigns and profile raising strategies, restructuring projects, launches, issues and crisis management both in target markets and across multiple geographies.



### **Lauren Burge**, Senior Director, Digital & Creative Communications

Lauren co-leads the Digital & Creative Communications team, part of FTI Consulting's Corporate Reputation practice, and is specialised in content strategy and impact. She works across clients and advises them on communications programmes that elevate content through social, digital and traditional channels. Lauren also brings experience managing large, complex programmes in and around corporate events or milestones.



### **Jurgen Mortier**, Senior Director, Digital & Creative Communications

Jurgen co-leads the Digital & Creative Communications team, part of FTI Consulting's Corporate Reputation practice, and is specialised in creative communications. Jurgen works where strategy, sustainability and creative meet, creating platforms and stories for leading international businesses and brands and over the years has helped brands position themselves better in a world where paradigms are constantly shifting.



### **Kara Condon**, Senior Director Corporate Reputation

Kara has over 18 years of international experience in reputation management integrating strategic communications and public affairs activities. Her complementary public affairs and communications expertise brings valuable insights to clients wanting to navigate the EU landscape while managing reputation. She brings global media relations, corporate restructuring, employee engagement, crisis management and C-suite executive profiling skills.



### **George Candon**, Senior Director, Crisis Communications

George leads FTI Consulting Brussels' Crisis Communication practice, part of FTI Consulting's Corporate Reputation practice. He is a specialist in designing, developing and driving global and regional communications programmes. George manages both ongoing risk mitigation projects as well as sensitive crisis communications projects for clients while also helping them prepare through extensive auditing, testing and training.



### **Aled Williams**, Senior Director, Political Communications

Aled co-leads the Political Communications team and is specialised in media relations. An accomplished communicator, Aled provides trusted strategic counsel and communications advice to clients, ministers, and governments on how to meet their business objectives in a challenging environment. He has worked across a wide range of issues from foreign policy crises, international climate negotiations, and financial services to Brexit.



### **John Clancy**, Senior Advisor, Political Communications

John co-leads the Political Communications team in our European hubs of Brussels and Berlin where he specialises in providing high-level C-suite and ministerial level political guidance on EU public affairs and communications. He helps clients across all sectors design communication strategies suited to their ambitions and vision providing top-tier media opportunities with international media in Brussels and globally.

# EXPERTS WITH IMPACT™

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