

# CRISIS PREVENTION AND MANAGEMENT

BEST STRATEGIES TO REACH EARLY RESOLUTION

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We can immediately assemble a bespoke team to be by your side in those crucial first hours of a crisis – supporting you to respond quickly and assuredly mitigating the risk of contagion and meeting your stakeholder expectations.

We know that in these times of the 24 hour news cycle it is critical to move to understand the incident and the unfolding impacts on your business and reputation.

We have decades of experience helping major corporations and governments take control of all aspects of crises including cyber security breaches, defamation and reputation management, [ESG compliance](#), safety, environmental, employee relations, human rights, insurance and competition issues.

Combined with our sector and regional expertise, we provide value to our clients by recognising crisis patterns and helping you visualise how a crisis will unfold, working with you to anticipate what will happen next and plan preventative measures.

To ensure you are fully operational as soon as possible, we stay with you on the journey, helping you keep teams focused on implementing recovery strategies and given the intensity of these situations and the fatigue they cause, knowing when to take the time to pause, and check actions remain aligned to the recovery strategy.

Drawing on the lessons we have learned, we can also provide you with proactive services including crisis preparation and training, policy and procedure updates, governance improvements, risk management advice, gap analysis, due diligence, scenario and response planning, contractual options and deal structuring.

Find out how Herbert Smith Freehills LLP can help [UK listed companies facing crises](#).

## RELATED SERVICES

- [Corporate Crime and Investigations](#)
  - [Dispute Resolution](#)
  - [Restructuring, Turnaround and Insolvency](#)
  - [Cyber Security](#)
  - [Financial Services Regulatory](#)
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## RECENT EXPERIENCE

### **SPAUSNET**

Advising in its response to and defence of class actions resulting from Australia's 'Black Saturday' bushfires and its associated insurance claim. The claims involve more than 15 insurers located in Australia, Bermuda, the USA and the UK

### **A MAJOR CORPORATION**

Advising in relation to Twitter trolling, cyber-squatting and a cyber-attack on its website and the associated potential negative publicity

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## **UBS**

Advising in connection with the criminal prosecution of the 'rogue trader', Kweku Adoboli, and subsequent UK and Swiss regulatory action

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## **THE GOVERNMENT OF SIERRA LEONE**

Advising on its overall legal response to the Ebola virus outbreak, and more specifically on international and contractual issues arising out of the situation, notably with regard to force majeure

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## **BP**

Acting for BP on various aspects of the Gulf of Mexico disaster

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## **NORTEL NETWORKS UK (IN ADMINISTRATION) AND 18 OTHER EUROPEAN NORTEL COMPANIES**

Advising in relation to the global insolvency and sale of the Nortel group, which involved numerous applications to the English, US and Canadian courts, as well as bespoke arbitration proceedings between the global Nortel companies

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