

Strategic Communications/Reputation Management

Cozen O'Connor provides strategic communications counsel to clients, promoting their business interests and protecting their reputation. Our work is seamlessly integrated with clients' legal and/or legislative strategies, providing comprehensive results.

Serving as trusted advisers to our clients, we successfully guide companies, executives, boards of directors, and outside counsel through a range of high-profile communications issues. Our team can strengthen a client's reputation when there is no immediate threat and respond forcefully to issues as they appear. We recognize the full range of constituencies our clients need to address and the growing need for companies – public and private – to assure stakeholders that they are operating in the public interest.

In every situation, we design and implement strategic, detailed, effective communications plans.

Our team has deep experience with matters at the intersection of legal, business, government, and reputational issues, and works collaboratively to meet clients' objectives. We have experience in reputation management and positioning, crisis management, and litigation communications, helping industry-leading organizations navigate their most sensitive situations.

Reputation Management, Positioning & Visibility

Each organization faces unique reputational challenges based on their history, industry, environment, performance, and how they respond to social and political issues. Incorporating strategic communications elements can reshape an organization's position in the marketplace and enhance their reputation. We help clients identify the right communications strategy with:

- Communications audits
- Message development and brand strategy
- Media/message training
- Media relations
- Executive communications
- Stakeholder outreach
- Website content and collateral materials

Crisis Communications

Clients can be confronted by reputational challenges from numerous sources, including internal investigations, government inquiries, operational difficulties, employment issues, cybersecurity breaches, hostile media coverage, product recalls, regulatory disputes, and many others. Given today's integrated communications environment, a crisis – if not properly handled – can undermine years of hard work.

Our communications professionals are skilled at rapid response and strategic planning, ensuring that clients always have a partner to protect their reputation and ability to operate. And our ability to draw upon resources of our government relations professionals at Cozen O'Connor Public Strategies, is an invaluable asset.

Our crisis communications team provide both preparedness and response services, including:

- Preparedness



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Related Practice Areas

- Commercial Litigation
- Government Relations - Cozen O'Connor Public Strategies
- Institutional Response Group
- Labor & Employment
- Product Liability
- White Collar Defense & Investigations

- Custom crisis preparedness plans
- Individual and group trainings
- Response
 - Helping establish a crisis team
 - Comprehensive communications strategies
 - Messaging
 - Stakeholder outreach and media relations

Litigation Communications

Companies involved in high-stakes litigation or governmental investigations face reputational challenges with key stakeholders. To protect those relationships and the company's business prospects, our communications professionals deliver targeted arguments to non-legal audiences focusing on:

- Strategic plans
- Message narratives
- Talking points and other advocacy documents
- Media training
- Proactive and reactive media outreach
- Developing issue-specific microsites
- Settlement/verdict communications