

GLOBAL PERSPECTIVES ON THE RISE OF REAL-TIME CORPORATE MORALITY TESTS ('SURGE EFFECTS")

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Surge Effect is the phenomenon of sudden, intense calls for corporate action in response to an event, usually global in nature, that fuels social unrest, resistance and grassroots engagement. These political and cultural flashpoints create real-time corporate morality tests for your organization – public reckonings of your espoused values in the marketplace.

In this strategic 90 minute session, expert Surge Effect counsel, experienced General Counsel and leading Public Relations experts will discuss the role of the General Counsel in Surge Effect risk management including:

1. Navigating the unique and often unprecedented issues arising from Surge Effects
2. Balancing corporate risk and public communications advice
3. Limiting reputational damage and business exposure to liability
4. Determining when it is appropriate for Surge Effects to boost brand reputation and when it's best to keep a low profile.

Competency: Global Perspective