

**CRISIS COMMUNICATION**

**Practice Area Description:** Communication Agencies: Crisis Communication covers firms that provide consultancy, PR, digital content, and internal communication, among others, to top clients which are dealing with reputational crisis.

This questionnaire can be filled in using Portuguese or English

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| 1. **Firm’s Information** |

**Firm’s Name**

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**Year of Establishment**

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**Name of the Managing Partner(s)**

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**Name of the person(s) in charge of Marketing/Business Development:**

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**List of Offices:**

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### Composition of the firm:

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| Number of Partners | Number of Professionals |
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| 1. **Department Information** |

**Name of the Partner(s) in charge of completing this form:**

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### Name of the Head(s) of the department and other key partners in order of importance/seniority:

*Highlight in RED the partners who dedicate less than 50% of their time to this department.*

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| Name | Email | Partner Since | Specific Specialisms |
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### Composition of the department:

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| Number of Male Partners | Number of Female Partners | Number of Professionals |
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**Please tell us about any changes in this department at partner or senior level over the last 12 months. This includes arrivals, departures, partner promotions and retirements. Feel free to add rows if necessary.**

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| Name | Position | Arrived/left/promoted/retired? | Moved to/from where? | Month and year |
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**What is your department best known for?** **(500 words max.)**

*Specific expertise, types of mandates, industry sectors, renowned practitioners, etc.*

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**How many new cases in this specific area did your firm take on in the last 12 months?**

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**Average value of deals closed in the last 12 months:**

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**Top five sectors your department works with:**

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| 1. |
| 2. |
| 3. |
| 4. |
| 5. |

**List of active clients (up to 30, in order of importance). Please highlight any new clients in the list.**

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| Company | Sector | New Client (Y/N) | Confidential (Y/N) | Type of Work |
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| 30. |  |  |  |  |

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| 1. **Referees** |

**Please fill out the specific form *attached* with the contact details of your in-house referees.**

*Do note that when contacting clients, we will not mention you or your firm.*

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| 1. **1** **Peer Feedback** |

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| **Crisis Communication: Established Practitioners** |

In your opinion, which are the leading firms in Crisis Communication?

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| Firm | Comments |
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| **Crisis Communication: Rising Stars** |

**In your opinion, who are the rising stars in this practice?***(i.e. young teams with an increasing presence and reputation.)*

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| Firm | Partner | Main Specialty |
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| **E. Feedback** |

**What is your opinion of Leaders League’s Crisis Communication ranking?**

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| 1. **Work Highlights** |

Guidelines

* To be eligible, cases must have been ongoing in the last 12 months.
* Any piece of information considered confidential should be highlighted in **RED**.
* Cases should not exceed one page.
* **Status and key dates** are essential information for our analysis.
* **Case’s Context** should describe the context in which your work was solicited by the client.
* **Firm’s role and main output** should focus on explaining what the firm did for the client and why it made a difference for his/her business. It can include a description of the firm’s strategy and the obtained results. Feel free to give details on the firm’s approach to meet and exceed the clients’ expectations.
* For firms benefiting from **Firm Profiles**: the non-confidential work highlights shared here can be used to complete your **Track Record** section in our websites and physical reports.

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| **CASE NUMBER 01** | |
| **Name of the Case:** | **Confidential (Y/N):** |
| **Client:** | |
| **Case’s Value (specify currency) and/or other key numbers:** | |
| **Case Status (closed in last year or ongoing?):** | |

**Case’s Context:**

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**Firm’s role and main output:**

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**Lead Partner(s):**

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**Other team members:**

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**Other firms advising on the matter and their role:**

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**Links to press coverage:**

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| **CASE NUMBER 02** | |
| **Name of the Case:** | **Confidential (Y/N):** |
| **Client:** | |
| **Case’s Value (specify currency) and/or other key numbers:** | |
| **Case Status (closed in last year or ongoing?):** | |

**Case’s Context:**

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**Firm’s role and main output:**

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**Lead Partner(s):**

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**Other team members:**

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**Other firms advising on the matter and their role:**

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**Links to press coverage:**

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| **CASE NUMBER 03** | |
| **Name of the Case:** | **Confidential (Y/N):** |
| **Client:** | |
| **Case’s Value (specify currency) and/or other key numbers:** | |
| **Case Status (closed in last year or ongoing?):** | |

**Case’s Context:**

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**Firm’s role and main output:**

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**Lead Partner(s):**

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**Other team members:**

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**Other firms advising on the matter and their role:**

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**Links to press coverage:**

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| **CASE NUMBER 04** | |
| **Name of the Case:** | **Confidential (Y/N):** |
| **Client:** | |
| **Case’s Value (specify currency) and/or other key numbers:** | |
| **Case Status (closed in last year or ongoing?):** | |

**Case’s Context:**

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**Firm’s role and main output:**

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**Lead Partner(s):**

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**Other team members:**

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**Other firms advising on the matter and their role:**

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**Links to press coverage:**

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| **CASE NUMBER 05** | |
| **Name of the Case:** | **Confidential (Y/N):** |
| **Client:** | |
| **Case’s Value (specify currency) and/or other key numbers:** | |
| **Case Status (closed in last year or ongoing?):** | |

**Case’s Context:**

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**Firm’s role and main output:**

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**Lead Partner(s):**

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**Other team members:**

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**Other firms advising on the matter and their role:**

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**Links to press coverage:**

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| **Name of the Case:** | **Confidential (Y/N):** |
| **Client:** | |
| **Case’s Value (specify currency) and/or other key numbers:** | |
| **Case Status (closed in last year or ongoing?):** | |

**Case’s Context:**

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**Firm’s role and main output:**

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**Lead Partner(s):**

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**Other team members:**

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**Other firms advising on the matter and their role:**

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**Links to press coverage:**

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| **CASE NUMBER 07** | |
| **Name of the Case:** | **Confidential (Y/N):** |
| **Client:** | |
| **Case’s Value (specify currency) and/or other key numbers:** | |
| **Case Status (closed in last year or ongoing?):** | |

**Case’s Context:**

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**Firm’s role and main output:**

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**Lead Partner(s):**

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**Other team members:**

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**Other firms advising on the matter and their role:**

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**Links to press coverage:**

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| **CASE NUMBER 08** | |
| **Name of the Case:** | **Confidential (Y/N):** |
| **Client:** | |
| **Case’s Value (specify currency) and/or other key numbers:** | |
| **Case Status (closed in last year or ongoing?):** | |

**Case’s Context:**

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**Firm’s role and main output:**

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**Lead Partner(s):**

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**Other team members:**

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**Other firms advising on the matter and their role:**

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**Links to press coverage:**

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| **CASE NUMBER 09** | |
| **Name of the Case:** | **Confidential (Y/N):** |
| **Client:** | |
| **Case’s Value (specify currency) and/or other key numbers:** | |
| **Case Status (closed in last year or ongoing?):** | |

**Case’s Context:**

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**Firm’s role and main output:**

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**Lead Partner(s):**

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**Other team members:**

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**Other firms advising on the matter and their role:**

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**Links to press coverage:**

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| **CASE NUMBER 10** | |
| **Name of the Case:** | **Confidential (Y/N):** |
| **Client:** | |
| **Case’s Value (specify currency) and/or other key numbers:** | |
| **Case Status (closed in last year or ongoing?):** | |

**Case’s Context:**

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**Firm’s role and main output:**

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**Lead Partner(s):**

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**Other team members:**

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**Other firms advising on the matter and their role:**

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**Links to press coverage:**

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