

# PR crisis management.

## The service

Having to deal with the press whilst managing a difficult situation can be particularly stressful for someone with little experience of the media. Mindful that the consequences of adverse press, publicity or media attention present a risk to your business, specified policyholders have access to the specialist public relations organisation, The Counsel House (TCH), to help manage the following situations:

### **Directors and officers policyholders**

- In the event of being accused of a wrongful act (the consequences of which could affect his or her livelihood)

### **Entity defence policyholders**

- Allegations of fraud
- Serious injury to employees or members of the public
- Dismissal / resignation of members of the company's main board of directors
- Official investigations into the company's affairs as it is highly likely that this will attract unwanted media attention

### **Social welfare, charities and community groups and not-for-profit management liability policyholders**

- Allegations of a wrongful act by a governor, director, council member, officer or trustee
- Entity defence related issues
- Professional and public liability issues:
  - Any incident or alleged incident of abuse, maltreatment or molestation
  - Death, injury or the disappearance, misplacing or abduction of any person in your care

## Provided by experts

TCH have experience of providing crisis management assistance to a wide range of organisations from both the commercial and voluntary sectors.

TCH qualified partners and consultants will provide expert guidance and advice as to how you should deal with the media in the event of a crisis and will also help to manage the situation should this prove necessary.

### Please note

PR crisis management is available exclusively with the following sections of cover:

- Directors and officers liability
- Entity defence

Or the following policies:

- Social welfare
- Charities and community groups
- Not-for-profit management liability

## How to access

**Telephone:** 0345 355 2226 (24 hours, all year round)

**Email:** [info@thecounselhouse.com](mailto:info@thecounselhouse.com)

### Information required:

- Policyholder name
- Certificate number
- Contact details
- Brief details as to the nature of the problem or the advice being sought

Initially your details will be taken and once you have been verified as a Markel policyholder you will be contacted within three hours by an experienced consultant who will evaluate the situation and provide the necessary guidance and personal support\*.