

Insights, News & Events

# SAFEGUARDING YOUR BRAND: A PROACTIVE APPROACH TO REPUTATION AND CRISIS MANAGEMENT

Event

Apr 29, 2026

3:00 pm - 4:00 pm EDT

Your organization's reputation is your most valuable asset. It drives stakeholder trust, attracts talent, secures partnerships, and sustains long-term success. But in today's environment, where news spreads fast, social media amplifies every misstep, and public perception can shift instantly, protecting that reputation requires more than good intentions.

It demands strategy, preparation, and the right team in your corner.

Whether you're navigating everyday reputation risks or facing an unexpected crisis, the Fisher Phillips' Reputation & Crisis Management Team helps organizations proactively safeguard their brand and respond effectively when challenges arise. From regulatory scrutiny and workplace incidents to executive misconduct and social media firestorms, threats can emerge from anywhere. The key is being ready before they escalate.

Our team will share the legal and practical perspective you need to protect your organization's reputation in real-time, manage potential crises before they spiral, and maintain stakeholder trust when it matters most.

**What we'll discuss:**

## Related People



**Rick Grimaldi**

Partner

610.230.2136



**Melanie L. Webber**

Partner

- The value of reputation assessments and how they strengthen your organization's resilience
- Building integrated communication plans that align legal strategy with public messaging
- Best practices for real-time response across traditional and social media platforms
- Coordinating your internal teams, executives, and external partners for consistent messaging
- Key principles of crisis preparedness

If you have any questions, please contact [Rachel Thorpe](#).

*Fisher Phillips is committed to providing access to all of our events for disabled attendees. Automated closed captioning is available for all of our webinars. For other accommodation inquiries, please give us three business days advance notice prior to the scheduled event by contacting [Rachel Thorpe](#). Thank you.*

440.838.8800



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& Marketing Officer

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## Service Focus

Reputation and Crisis  
Management