

# Corporate Communications

## Capabilities

- Corporate Branding and Positioning
- Strategic Media Relations
- Media and Presentation Coaching
- Issues Management and Crisis and Litigation Communications
- Business-to-Business Communications
- Leadership Communications
- Employee Engagement and Change Communications
- Corporate Social Responsibility (CSR)
- Marketing and Communications Performance Measurement Research
- Creative Engagement Solutions

The Strategic Communications practice of FTI Consulting works with companies to manage the intangibles that affect their valuation and ability to achieve their strategic business objectives. Our corporate communications consultants use a wide variety of innovative and advanced communications techniques to help clients build or enhance a market leadership position, manage their corporate reputation and grow their business. In recognition of our commitment to excellence, *The Holmes Report* named the Strategic Communications practice of FTI Consulting the Corporate Agency of the Year for 2012.

A company's brand and reputation materially influence its financial and operational performance and its relationships with employees, suppliers, customers and the financial community. We help companies define and promote their corporate brand, raise awareness of the values underlying that brand and protect it when threatened by both external and internal challenges.

Our consultants understand the fundamental drivers of their clients' businesses and create corporate communications programmes that support them. Our approach centres on developing tailored messages and delivering them to targeted audiences in time for them to be useful and actionable. We harness all viable channels of communication, including traditional and social media relations, broadcast media coverage, interactive digital communications and videos, thought leadership campaigns, sponsorship opportunities and presentations at important conferences, among other activities.

## Corporate Branding and Positioning

We begin many client engagements by working with management teams to translate their vision and strategy into a core set of messages that convey the company's mission, describe what their corporate brand represents and inspire stakeholder support. We work with clients on all aspects of brand strategy to create customised and impactful platforms that promote brand awareness and loyalty at global, national and regional levels. Our services include consumer, internal and industry research, brand articulation, management workshops, identity design and brand communications services.

## Strategic Media Relations

We harness both traditional and digital media outreach strategies to maximise the impact of financial and corporate narratives. Our teams work with local, national and international media to help companies strike the right tone and reach the right audiences to position events, such as a product launch or management change, in the proper context. Through a mix of earned, paid, corporate and social media, we ensure that messages influence stakeholders, protect and build reputations and improve the visibility of companies and their leaders.

## Media and Presentation Coaching

Capitalising on media relations and speaking opportunities requires formal training in message development and delivery. Our teams, often led by former broadcast and print journalists, have developed a structured approach to train executives in delivering speeches and presentations and handling reporter interactions, confidently answering questions and staying “on message” in formal and informal settings. What’s more, we have incorporated techniques to coach executives in bridging cultural differences and taking social sensitivities into consideration when appearing outside their home country.

## Issues Management and Crisis and Litigation Communications

A company’s brand and reputation are most at risk during crises, sensitive litigation or public hearings, regulatory investigations and various corporate disputes that unfold in public, in the court and also in the media. Our dedicated team of crisis communications specialists acts quickly to mitigate reputational challenges and protect an organisation’s valuation, credibility and reputation.

We provide 24/7 and on-site counsel to assess reputational threats, address media and stakeholder communication and engage third-party support. Our teams work closely with digital and social media experts to repair search engine rankings, monitor and react to web conversations and rebuild a client’s reputation through online forums.

## Business-to-Business Communications

We use our communications expertise and specific industry knowledge to help companies develop a differentiated business narrative. We work with them to convey this narrative through business and trade media relations, attendance and presentations at industry conferences and proprietary thought leadership programmes.

## Leadership Communications

We help companies present themselves to stakeholders and to the media as leaders in their business sector in all markets where they have customers, operations and investors. We work with them to find speaking opportunities to raise their profile with clients, investors, business partners and the media, and support their company’s brand in markets where they have a presence or are looking to establish one.

## Employee Engagement and Change Communications

Our employee engagement and change management consultants use communications to improve business performance by developing internal programmes that cultivate employee support for a company’s goals and strategies and make them ambassadors to promote and protect a corporate reputation. Whether there is a need to foster a new vision, integrate teams after a merger or acquisition, restructure to address changing markets or promote a brand, we work with management teams to engage and inspire employees and ensure their support for strategic objectives.

## Corporate Social Responsibility (CSR)

Companies today face vocal groups calling on them to take responsibility for the social and environmental consequences of their operations. Our corporate social responsibility (CSR) specialists help companies articulate their core values and translate them into practical policies to showcase their commitment to responsible operations. Also, our teams guide clients in developing clear targets and systems to monitor compliance and communicate their actions to the public with industry-leading CSR reports.

## Marketing and Communications Performance Measurement

Our research teams work with clients to measure the effectiveness of marketing and communications programmes and allocate resources accordingly. We use various methods to perform advanced analyses aimed at measuring the relative impact of product features, brand, messaging, user experience, price and other levers. We analyse survey results, social media commentary, and sales and customer relationship management data to test messages and understand what is being said, how and to whom.

## Creative Engagement Solutions

Our design team conceives, designs and implements communications, branding and marketing solutions across all communications channels to help clients reach their strategic goals. The range of services includes website and application design and development, digital and print collateral, content optimisation including search engine optimisation (SEO) and reverse SEO and video and multimedia strategies and production.



For more information on our activities across Asia Pacific and how FTI Consulting can help your business, please contact us on [info-ap@fticonsulting.com](mailto:info-ap@fticonsulting.com).

EXPERTS WITH IMPACT

About FTI Consulting

FTI Consulting is an independent global business advisory firm dedicated to helping organisations manage change, mitigate risk and resolve disputes: financial, legal, operational, political & regulatory, reputational and transactional. FTI Consulting professionals, located in all major business centres throughout the world, work closely with clients to anticipate, illuminate and overcome complex business challenges and opportunities. Connect with us on Twitter (@FTIConsulting), Facebook and LinkedIn.

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