



PREPARING FOR BREXIT

YOUR STRATEGIC COMMUNICATIONS CHECKLIST

WHAT DOES BREXIT MEAN FOR YOUR BUSINESS?

Love it or hate it

Brexit has quickly become the critical issue for any business operating in the European Union. Whilst much remains unknown, we do know that its impact will be profound not just politically but economically and culturally as well. The nature and scale of the impact on business is unprecedented. Whatever the negotiating positions, the political rhetoric suggests this will be a long, drawn out and significantly disruptive process that could affect jobs, growth and investment across every sector and every market. Whilst there is a huge focus on the many challenges facing businesses, such change also presents potential opportunities.

FTI Consulting is ideally placed to support you. We are able to provide a range of advisory services to help you navigate your Brexit challenges and manage commercial risk.



WHAT SHOULD YOUR COMPANY BE DOING?



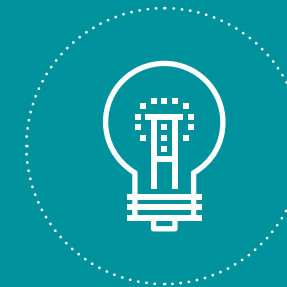
How does it affect your business?



What public position should you take?



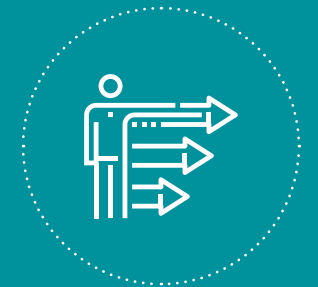
Who should you be engaging and when?



What do you need to know?



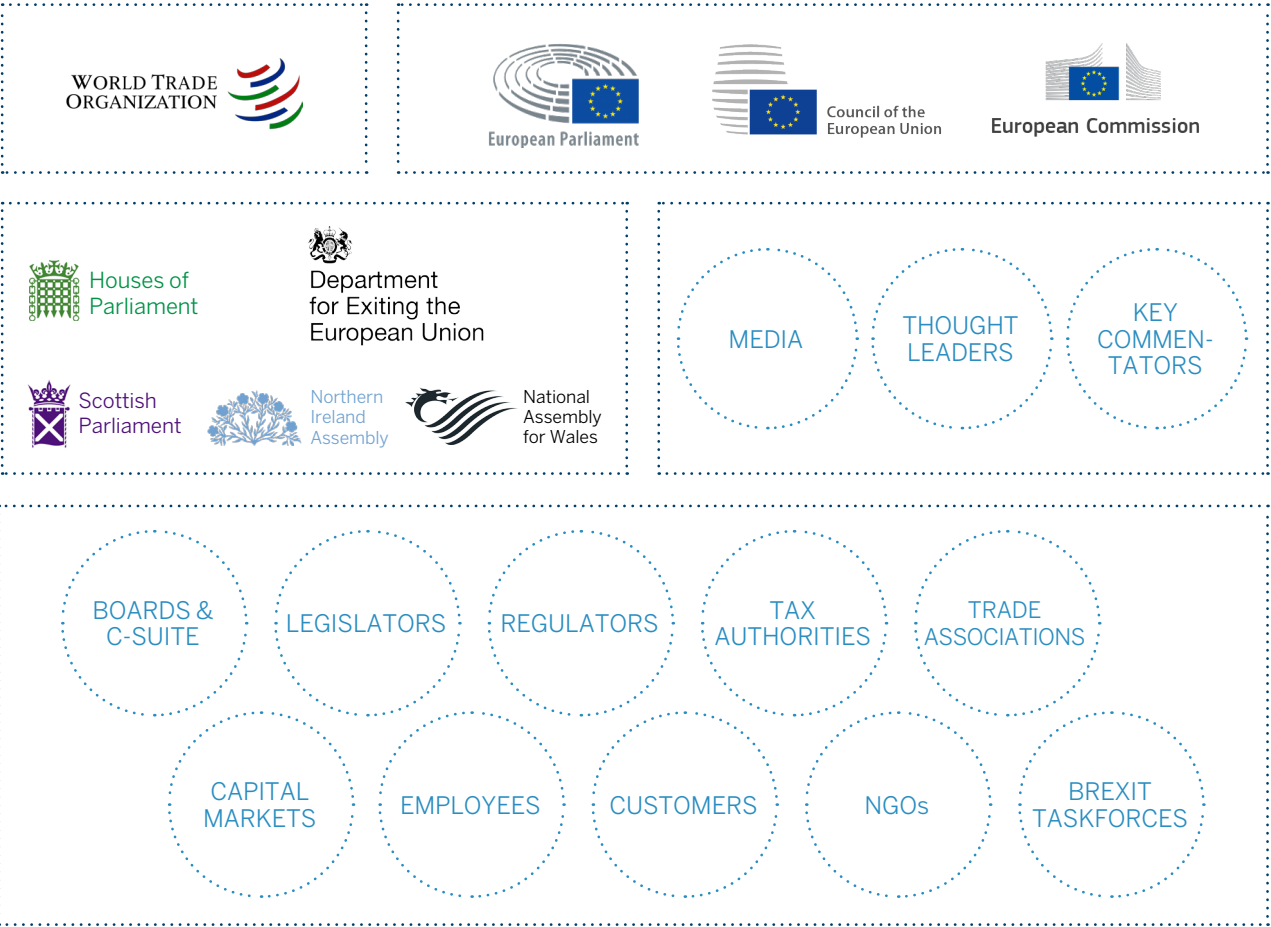
What should you be telling your investors, employees, suppliers and networks?



How do you best prepare for the future?

PROTECTING YOUR FUTURE BUSINESS NEEDS

Whatever the political settlement, the economic outcome will be determined by a diverse range of stakeholders. You need to be informed and engage at every level of the political, commercial and corporate landscape. FTI's comprehensive offering can provide an integrated approach to your Brexit needs beyond public affairs to include media relations, corporate reputation and research.



THE FTI BREXIT TASKFORCE

We have created a dedicated Taskforce able to advise and work alongside your in-house professionals, to support your management team and Board throughout the Brexit process and beyond.

Our extended team comprises former cabinet ministers, political and parliamentary special advisers, European and national government civil servants, former Council negotiators and Commission, European Parliament and House of Commons officials, spokespersons, qualified lawyers, political analysts and political journalists.



HOW CAN WE HELP?



You need as much clarity as possible at each step of an evolving process to secure your trading, regulatory and operating environment.



We can work with you wherever you are in the world. Our dedicated teams in London and Brussels have intimate knowledge of the institutions on both sides of the Channel.



This team is complemented by a comprehensive European network with offices in each major Member State capital and dedicated cross sector professional teams in other global commercial and political centres, located in every continent.

A large, dark circular overlay is positioned on the right side of the image, containing white text. The background of the entire right half of the image is a high-angle, dusk-time photograph of the London skyline, featuring prominent buildings like the Shard and the Gherkin, and the River Thames.

PROTECT
YOUR BUSINESS
INFLUENCE
THE DEBATE
PREPARE FOR
CHANGE

WHAT DO WE DO?

-  **IN-DEPTH POLICY ANALYSIS** In-depth expertise in the policies and political developments relevant to your company
-  **BUILDING & IMPLEMENTING ADVOCACY CAMPAIGNS** Engaging with domestic and EU regulatory and legislative institutions
-  **INTELLIGENCE REPORTING** Insightful, network-based intelligence, reporting at the appropriate frequency, with analysis and recommendations
-  **STAKEHOLDER MAPPING & ENGAGEMENT** Identifying the important individuals, mapping their policy positions and coordinating outreach
-  **STRATEGIC COMMUNICATIONS COUNSEL** Developing an appropriate strategy that accommodates all your stakeholders, both internally and externally
-  **EXECUTIVE BRIEFING** Developing a tailored team of political and policy experts to deliver highly targeted and comprehensive programmes to ensure you are fully briefed and prepared
-  **CRISIS & ISSUES MANAGEMENT** Being ready to act quickly when you need it. The one thing we do know about Brexit is that nothing is clear or certain

WHAT DO WE DO?



WHAT DO WE DO?

3.

COMMUNICATION

Internal and external messaging advice

Decision Makers –
accessing and
influencing

Media Relations –
communicating
your position

Employee Communication –
ensuring buy-in

Investor Relations –
advising
stakeholders

Social Communication –
managing digital

4.

RESOLUTION

Change, transaction and process implementation

Regulatory Outcomes –
advocate and
defend

Crisis and Issues –
managing the
immediate

Change Management –
implementing
change

Profile –
protect and
promote



ABOUT FTI CONSULTING

FTI Consulting (NYSE: FCN) is a global business advisory firm dedicated to helping organisations protect and enhance their enterprise value (www.fticonsutling.com)

We have been in business for more than 30 years and have over 4,600 employees in 28 countries on six continents. We offer a rare combination of geographic presence, competency and relationships.

Our business incorporates five divisions: Strategic Communications, Economic Consulting, Technology, Forensic & Litigation Consulting and Corporate Finance / Restructuring Services.



2015 EMEA Public Affairs
Consultancy of the Year



#1 in communications
per Mergermarket's
volume league tables

55 OF FORTUNE 500
CORPORATIONS ARE
CLIENTS

55/500

ADVISOR TO 95 OF THE
WORLD'S TOP 100 LAW
FIRMS

95/100

STRATEGIC COMMUNICATIONS

With approximately 650 expert strategic communications consultants located in key markets around the world, we combine global reach with local knowledge to help client management teams and Boards of Directors seize opportunities, manage crises, navigate market disruptions, articulate their brand, stake a competitive position, and preserve their permission to operate. Drawing upon our unrivalled depth of industry expertise and interdisciplinary experience and using our broad network of relationships with key influencers, we help clients clarify, persuade and ensure that the right message reaches the right audience at the right time.

ADVISOR TO 10 OF THE
WORLD'S TOP 10 BANK
HOLDING COMPANIES

10/10

FTI AND AFFILIATE
OFFICES WORLDWIDE

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OUR GLOBAL TASKFORCE

STRATEGIC CONSULTING



Louise Harvey
Global Lead

Louise.Harvey@fticonsulting.com
+32 2 289 0930



Fiona Holroyde
London Lead

Fiona.holroyde@fticonsulting.com
+44 20 3727 1000



Joost Koomen
Brussels Lead

Joost.Koomen@fticonsulting.com
+32 2 289 0930



Daniel Hamilton
London

Daniel.Hamilton@fticonsulting.com
+44 20 3727 1000



Arnaud Salla
Paris

Arnaud.Salla@fticonsulting.com
+33 1 47 03 68 10



Martin Kothé
Berlin

Martin.Kothe@fticonsulting.com
+49 30 288 7440



Pablo Lopez-Alvarez
Madrid, Brussels

Pablo.Lopez-Alvarez@fticonsulting.com
+32 2 289 0930



Jim Devlin
Dublin

Jim.Devlin@fticonsulting.com
+353 1 663 3600

For further information please contact:

Louise Harvey

Chair, FTI Consulting Brussels & Head of FTI
Consulting Brexit Taskforce
Strategic Communications, Brussels
BrexitResponseTeam@fticonsulting.com
Louise.harvey@fticonsulting.com
+32.2.289.09.35

To read more about BREXIT, please visit
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