

FINANCIAL SERVICES

Strategic Communications services

The FTI Consulting Strategic Communications practice is a trusted communications partner to many of the most significant financial services firms, advising the industry on reputational matters.

Our blend of financial industry and media know-how is delivered by a team of former journalists, editors, bankers, in-house communications executives, analysts and fund-managers, who work closely with their clients to build and protect their enterprise value.

With 700 communications experts worldwide covering over 25 key international financial and political centres, we combine global reach with in-depth local knowledge. Our suite of integrated services includes corporate positioning, brand development, reputation management, crisis management, financial communications, internal communications, regulatory relations and investor relations.

We provide impactful strategic advice as well as tactical support, crafting clients' messages and delivering them via the most appropriate channels to support their business objectives – raising profile, building consensus or, where appropriate, minimising exposure.

We are also the first port of call for the media themselves – relied on for our detailed understanding of the financial markets, clear explanations and shrewd analysis.

Our reputation is built on our performance.

Why FTI?

- Our dedicated Financial Services team focuses solely on that industry and knows it well.
- We work with companies to translate strategies and ideas into a tangible corporate reputation, recognisable by employees, shareholders, regulators and competitors.
- We help establish robust crisis-management protocols, heading off threats to enterprise value and reputation.
- We create campaigns that change perceptions and shape debate at the very highest levels of the industry and government.
- Our global team is on hand 24/7 to advise and support you at a moment's notice.

How we work with you

We have a rigorous, responsive and dedicated approach to partnering with our clients – we are always available. Each client team is equipped with leading edge industry knowledge with practical communications experience and utmost respect for the importance of confidentiality.

Our clients receive our highest attention at all times, no matter their business size or the breadth of our assignment. We resource our teams according to our clients' needs, reflecting the part of the sector in which they operate, required languages and cultural fit.

Case study: UBS rogue trader crisis

Our existing client, financial services group UBS, required international crisis communications support when news broke in 2011 about a potential \$2.3bn loss arising from unauthorised rogue trading by an employee. Our mandate was to minimise damage to the reputation of UBS in the face of a global media crisis.

The Strategic Communications team developed a phased international communications plan based around containment of the damage by confirming detailed facts, reassuring clients/employees, reducing media intensity and gradually regaining control of the story by restricting uncontrolled news flow.

The senior communications specialists of FTI Consulting then set about defining the agenda by refocusing on the future and enabling management to put the incident behind them. Leveraging a pre-planned Investor Day and strategy shift helped to create a fresh start and to reposition the investment bank, while at the same time demonstrating the enhanced risk and compliance culture and the credibility of new, re-shaped management team.

Media relations support and preparation was put in place for the subsequent trial of Kweku Adoboli including training UBS global communications staff on UK legal reporting restrictions and in-court handling of media interest. Resulting media coverage was balanced and factual with clear recognition of both UBS's status as a victim of crime and the steps taken to improve policies, procedures and culture.