

# Cybersecurity Crisis Services

Effective internal and external communication is imperative during every cybersecurity incident. FTI Consulting's strategic communications team provides immediate, scalable crisis communications and messaging support around the globe.

## WHY FTI CONSULTING?



Ability to leverage our forensic expertise within FTI



Deep expertise in dealing with incidents involving PII and other sensitive material



Extensive experience working on cases involving volatile and sophisticated ransomware attackers



Regularly advise on high profile cybersecurity cases



Deep understanding of legal and regulatory requirements around disclosure of sensitive information



Experienced at counselling clients through preparedness exercises, incident response and reputational rebuild following a cyber incident

## OUR APPROACH

FTI Consulting has a long history of working with clients that have preparedness issues and crisis communications needs across all industries around the world.

Our strategic communications professionals work directly with clients, advisors and FTI's cybersecurity team to counsel clients in sensitive situations with legal, financial, regulatory and reputational implications.

### We bring the right resources to:

- Protect the company's brand, reputation and valuation, and assure customers
- Demonstrate command of the situation and control the narrative
- Understand and meet disclosure obligations under the Notifiable Data Breaches (NDB) scheme
- Ensure accurate representation of the facts
- Engage with stakeholders
- Reduce legal and political risk
- Ensure business continuity

When the stakes are high, it is imperative to know what to say, how and when to say it, and to whom.



## CRISIS COMMUNICATIONS SERVICES

Failing to effectively prepare, respond and contain a cybersecurity incident can be just as – if not more – severe than the attack itself. FTI Consulting can help companies prepare, respond and recover from a data breach or other cyberattack.

 <p><b>PUBLIC AFFAIRS &amp; GOVERNMENT RELATIONS</b></p> <ul style="list-style-type: none"> <li>– Assessment of policy and political risks</li> <li>– Stakeholder mapping and management</li> <li>– Intelligence gathering strategic advice</li> <li>– Contact program development</li> <li>– Cybersecurity-related solutions in anticipation of government opportunities</li> </ul>	 <p><b>CRISIS COMMUNICATIONS</b></p> <ul style="list-style-type: none"> <li>– Situation auditing</li> <li>– Management planning</li> <li>– Crisis simulation training, including live online crisis simulation</li> <li>– Spokesperson media training</li> <li>– Real-time crisis monitoring and rapid response</li> <li>– CEO communications</li> <li>– Employee engagement</li> <li>– Shareholder engagement</li> </ul>	 <p><b>REPUTATION RECOVERY</b></p> <ul style="list-style-type: none"> <li>– Demonstrate commitment to security and privacy</li> <li>– Media monitoring and response</li> <li>– Litigation communications support</li> <li>– Public affairs strategy</li> </ul>
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**BEN HAMILTON**  
Senior Managing Director  
+61 407 331 067  
ben.hamilton@fticonsulting.com



**CAMERON MORSE**  
Senior Managing Director  
+61 433 886 871  
cameron.morse@fticonsulting.com



**CHRISTOPHER HATFIELD**  
Managing Director  
+61 437 373 130  
christopher.hatfield@fticonsulting.com

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