

Schillings announce latest PR and the Law breakfast briefing



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Schillings, top UK law firm dedicated to protecting the reputations of international corporate and private clients, brands and celebrities, has announced the new seminar programme for the upcoming 'PR and the Law - Annual Briefing 2009' at the Paramount Club, Centre Point in London on 28th April.



The event will take the form of a breakfast briefing and focus on the drivers and key trends likely to affect communications strategies and corporate [reputation management](#) in an economic downturn.

Joining Rod Christie-Miller, Partner at Schillings, to help lead the briefing will be Dr Kevin Money, Director of the School of Reputation and Relationships at Henley Business School and Director of The John Madejski Centre for Reputation.

Dr Kevin Money will cover the subject of motivational drives and organizational theories. An understanding of these drives (the drive to acquire, learn, bond and protect) and how they may change during times of economic uncertainty - can provide a competitive edge to anyone shaping communications strategies.

Recent research suggests that in an economic downturn, the drive to protect is likely to assume greater importance in our lives, and Kevin will explore how that drive is likely to be the biggest driver of reputation.

Rod will then take over to deliver a session how to use the law to protect corporate reputations. In the sphere of reputation management, the unconscious drive to protect is borne out by the very real threats that corporates now face.

Over the coming year, the economic downturn will change the nature of the reputational threats that corporates will face. Rod will also look at how the law can be used to neutralise such threats and in particular he will look at:

- The cult of the CEO and protecting the privacy senior staff - Malicious insiders and protecting confidential information from leaking to the media - How the internet and the economy are causing the decline in quality journalism

Rod will explain how despite these new threats, the potential to protect reputations via a combined PR and legal approach is actually stronger than ever.

The briefing will finish off with a round of questions to the panel.

About

Schillings:

Schillings is one of Britain's top law firms dedicated to safeguarding the reputations of international corporations, brands, celebrities and high-profile business people. The firm's track-record in defamation, [privacy](#) and copyright cases, as well as commercial [dispute resolution](#) is second to none.

[Defamation](#), privacy and copyright are at the heart of the firm's work, prompting The Independent newspaper to call Schillings a "spectacularly efficient media law firm."

Schillings clients include supermodel Naomi Campbell, actress Nicole Kidman, seven times Tour de France winner Lance Armstrong, premiership footballer Wayne Rooney, Harry Potter author JK Rowling, pharmaceuticals maker GlaxoSmithKline, steel maker Arcelor Mittal, the Harrods Group and the London Stock Exchange.

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