Crisis Communications: Learning best practices from recent crises

“It takes 20 years to build a reputation and 5 minutes to ruin it. If you think about it, you will do things differently.” -- Warren Buffet

Crises are indeed an inevitable and a normal part of doing business. But the management of each crisis and its impact on a business is unique and unpredictable. Today’s environment demands near-immediate responses that will be closely scrutinized and have long-term ramifications for the company. And with the rise of online, social and citizen media, “expert” opinions are offered from all corners, making the flow of information all the more difficult to control.

Dr. Rand will explore how certain companies effectively manage corporate crises – and why others have fallen flat. He will deconstruct real-world case studies, such as Johnson & Johnson, Penn State, Massey Energy, and Brown University, in order to highlight the important “lessons learned” and outline best industry practices.

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Larry Rand is President and CEO of Kekst and Company, Inc., a New York-based corporate communications counseling company that he co-founded with Gershon Kekst in 1971.

He graduated, with honors, in 1964, from Brown University, and received his M.A. (1965) and Ph.D. (1998) from New York University. He has published a number of articles on business history and economics, and has served on the faculty of the Practising Law Institute. He is currently an Adjunct Professor at NYU’s Graduate School of Business (Stern) and has given guest lectures at NYU, Columbia and Brown.

Dr. Rand has had extensive experience in financial public relations and investor relations, as well as crisis communications, including mergers and acquisitions, corporate restructurings and litigation support. He also served two terms as the Mayor of Rye Brook, New York, where he currently resides.