



Media Release

13th January 2017

Crisis Management:

Can a business enhance reputation through adversity?

The next Institute of Directors Guernsey Winter Seminar has been announced, taking place on Friday 27 January, titled 'Crisis Management at the Top'. The seminar will be held at 12.15pm at the Digital Greenhouse.

The seminar, sponsored by JT, will be a panel lead discussion. The panel will consist of Daragh McDermott, JT's Corporate Affairs Director, and Mike Tidd, States of Guernsey, who as personnel manager at Baring Brothers in Guernsey at the time its collapse in 1995, who will discuss and debate how to identify and prioritise reputational risk, how to respond effectively should a crisis happen and, even turn it into an advantage.

James Ede-Golightly, IoD Committee member and series organiser, said: "The seminar will explore the process by which businesses in the Channel Islands have successfully dealt with disruptive and unexpected events that threaten to harm the organisation and its stakeholders. The panel will discuss and debate how to identify and prioritise risks; how to respond effectively should a crisis happen and, even turn it into an advantage. Attendees will be able to engage on a critical topic which is certainly growing, including the ever increasing complexity of regulatory procedures, hacks, data breaches, and even misdeeds."

Daragh McDermott, Director of Corporate Affairs said: "Every business is vulnerable to crises, and it is imperative that risk is strategically embedded into management processes and organisational culture, with a view to predict and prevent crises and mitigate reputational damage if they do occur."

He added: "We're pleased to continue to support the IoD by providing these topical and well-attended lunchtime events for its membership. As the only locally owned communications provider in the Channel Islands, we are committed to supporting local industry and our long-standing partnership with the IoD, as sponsor of this seminar series, enables us to get right to the heart of bringing leading local business figures together for thought-provoking discussion."

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NOTES TO EDITOR

- The seminar starts at 12.15 pm and runs for 1.5hrs hours. For event details and to book a space, please visit www.iod.gg/events.
- The Guernsey branch of the IOD has around 750 members, representing the interests of Directors from Guernsey, Alderney, Sark and Herm.