

Corporate Risk Management Series: Brand Under Fire: How to Extinguish Threats to Your Business's Reputation

Event

Amundsen Davis, Webcast

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Reputation drives revenue—and no company is immune to bad publicity. Reputational attacks can ignite at any time, stemming from harassment and discrimination claims, class action lawsuits and data breaches, or even disgruntled employees. Without strategies in place to regain control of the narrative and reduce damage, what starts as a spark of negative attention can quickly become a five-alarm fire.

Join reputation & crisis management partners Ryan Jacobson and Danessa Watkins for a discussion of the legal, digital, and crisis strategies every business leader needs to know to keep their reputation intact. Attendees will learn how to:

- **Leverage the law to silence bad actors.** Understand the legal tools at your disposal to restore public confidence in your brand.
- **Manage their online presence.** Social media and online reviews increase the risk of bad publicity and attacks on companies and executives. Learn best practices for mitigating reputation damage from online attacks.
- **Respond to crises with confidence.** Learn the dos and don'ts of combatting bad publicity in the event of a crisis.

PROFESSIONALS

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