



**SEC NEWGATE:**  
**BUILDING AND PROTECTING**  
**REPUTATIONS IN THE UK**  
**AND INTERNATIONALLY**

# WE HELP ORGANISATIONS AND THEIR MANAGEMENT TEAMS PREPARE FOR, MANAGE AND RECOVER FROM REPUTATIONAL ISSUES AND CRISES.

A reputational issue can quickly escalate into a crisis that can make or break an organisation. Mitigating risks, improving crisis resilience and handling issues quickly and effectively as they arise can protect individual and corporate reputations; organisations' valuation; and ensure business continuity.

SEC Newgate's award-winning team of experts in the UK and in our 50+ offices around the world have managed some of the most high-profile issues, from data breaches to terrorist attacks, environmental disasters to hostile takeovers, building fires to death-in-service, and trade union disputes to child labour allegations and arrests.



# WHAT WE OFFER

## END-TO-END SUPPORT:

We help to plan, mitigate and manage reputational risk by reviewing, creating and testing plans, through to training and 24/7 support, and then de-escalation and clean-up strategies after an event.

## 360-DEGREE VIEW:

We understand how to navigate the myriad stakeholders that need to be informed or engaged in a crisis situation, including media, customers, investors, employees, local communities, government and regulators.

## TECH-ENABLED INTELLIGENCE:

We use the latest technology to help prepare for, identify and manage issues and crises including our bespoke crisis management app.



## DEEP POOL OF SPECIALISTS:

We draw upon the experience of sector specialists, crisis veterans, trainers, former senior journalists, former government Special Advisers and experts in different fields of communications and advocacy to give clients the best team for each situation or requirement.

## GLOBAL TO LOCAL:

Where required, we can provide a seamless 24-hour response across our crisis centres in Australia, Asia, Europe and the US and provide on-the-ground support from our pool of over 1,200+ consultants across 50+ offices.

## PARTNERSHIP NETWORK:

Where we can't help, we have trusted friends who can, with a network of partners from media lawyers to cyber investigators or forensic accountants with whom we are used to collaborating.



# WE HAVE HANDLED YOUR WORST NIGHTMARE!

We have helped many organisations to better manage reputational issues, by supporting them in implementing best practice protocols and procedures that improve their internal capabilities. We have supported high-profile individuals, politicians, litigants, sovereign states, governing bodies and businesses of all sizes and sectors. As a result, we are likely to have handled your worst-case scenario with a wide range of situations.

OUR TEAM





### EMMA KANE

One of the UK's leading communications advisers and an expert in complex situations and litigation. Emma specialises in creating positive change through communications and is CEO of SEC Newgate UK, deputy CEO of SEC Newgate S.p.A. and a prominent charity trustee.



### DOUGLAS JOHNSON

Specialises in local and regional public affairs, stakeholder and community engagement, public consultation and supporter mobilisation, particularly in the energy and infrastructure sectors.



### ALISTAIR KELLIE

25 years' experience as corporate communications adviser and listed in the Spears500 as one of the UK's leading reputation managers. He has deep expertise in Financial & Professional Services including Life & Pensions and in cross-border issues.



### CHRIS WHITE

A former government Special Adviser, Chris provides strategic counsel in highly regulated sectors, including financial services, infrastructure and transport.



### PAUL KELLY

An expert in issues and crisis management having advised on some of the most complex communications in both the public and private sector.



### ANDREW ADIE

A highly experienced communications adviser and ESG and pensions specialist. Andrew builds narratives that define purpose in a world of increasing scrutiny and where business is expected to show ethical, social and environmental leadership. Also listed in Spears500.



### LAURA LEGGETTER

25 years' experience across property and hospitality handling situations spanning employee misconduct and change management to fatalities and injuries, closures and terrorism. She is also well versed in the narrative surrounding cladding, leasehold reform and overseas buyers (Mayoral Dictat) and is often called upon to advise in this regard.



### ELIZABETH COWELL

A specialist in financial communications, particularly advising quoted companies during hostile takeovers, domestic & cross-border M&A, IPOs and restructurings. Lizzie is a specialist in energy and infrastructure.



### CLOTILDE GROS

An expert in private market communications, she has advised on M&A, fund raising and IPOs. Clotilde is a specialist in the consumer and retail sectors and has advised on some of the most high-profile situations in these sectors. She's native French and speaks Japanese.



### TOM FLYNN

An experienced digital strategist providing counsel to business leaders. His team use social media data to measure the impact of crises, recommending and implementing digital solutions to solve client reputational issues.



**NAOMI KERBEL**

12 years as a TV journalist at Bloomberg, Sky News and CNBC. She is a specialist in Diversity & Inclusion, and effective leadership and internal communications.



**DAFYDD REES**

30 years' frontline news management experience at the BBC, Sky and Bloomberg and an adviser to former UK Prime Minister, Tony Blair. He started as an investigative reporter.



**PERRY MILLER**

A former Special Adviser in PM John Major's government, he now specialises in local government planning issues involving multiple stakeholders.



**TALI ROBINSON**

20 years' experience in corporate communications and reputation management with a particular focus on property/real estate and the professional services sectors.



**IAN MORRIS**

With particular specialisms in travel, hospitality and transport sectors, Ian has advised clients across a range of sectors facing issues including terrorist attacks, prisoner escapes, major health & safety breaches, cyber-attacks and environmental damage incidents.



**DAVID SCANE**

David has worked in development and planning communications for over a decade specialising in housebuilding. He has experience of designing and running crisis communications training sessions for multi-national companies.



**SIMON NEVILLE**

An award-winning former business journalist and editor with 15 years' experience including the Daily Mail, Guardian, Evening Standard and Independent. Most recently Simon was City Editor of Press Association.



**ROBIN TOZER**

Strategic communications advisor with considerable experience of handling IPOs, M&A, activist shareholders, and dealing with major crises with a focus on the TMT and Financial Services sectors.



**FRASER RALEIGH**

A former government Special Adviser across three government departments with deep experience across a number of high regulated policy areas.

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**Best Banking  
Communications Campaign**

PRCA City & Financial  
Awards 2023  
Shortlisted

**Best  
Integrated Agency for  
Corporate and Public Affairs**

PR Week CCPA  
Awards 2023  
Shortlisted

**Best Handling  
of an IPO**

PR Week CCPA  
Awards 2022  
Winner

**Best IPO  
Campaign**

PRCA City & Financial  
Awards 2021/2022  
Winner

**Best CSR  
Content**

Corporate Content  
Awards 2022  
Winner

**ESG Agency  
of the Year**

PR Moment Awards 2022  
Shortlisted

**Purpose  
Award**

PRCA Dare  
Awards 2022  
Shortlisted

**Property  
Adviser  
of the Year**

PROPS Awards 2022  
Shortlisted

**Communications  
Agency  
of the Year**

Business Green  
Awards 2021/2022  
Shortlisted

**Consultancy  
of the Year**

PRCA Public Affairs  
Awards 2022  
Shortlisted