

The background features a complex, abstract pattern of small, colored dots (purple, blue, and yellow) arranged in concentric, wavy bands that create a sense of depth and movement, resembling a stylized globe or a data visualization.

Protecting your reputation in the age of artificial intelligence



Tom Flynn

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We help organisations and their management teams prepare for the rapidly-increasing speed of change in communications as a result of the rise of generative artificial intelligence (GAI).

AI is the fastest-moving technological change we have ever seen. Whilst this is leading to huge opportunities for businesses to automate communication and fundamentally alter business practices, there is a high probability that those who do not adapt will lose out to competitors and disruptors whilst also facing significant reputational risk unless they fully understand the technology.

SEC Newgate's AI team advises clients on the latest developments in generative artificial intelligence. We offer basic-level introductory sessions (what is GAI? How will it affect my business? How can I differentiate between the genuine opportunities and the hype?) through to comprehensive packages to ensure your online presence gives AI tools the best possible chance of providing accurate information to your target audiences about your business and senior team and ensures you are AI-crisis ready.

If you want to know more or would like an initial chat, please feel free to get in touch.

Tom

How our offer can help you.



Advice and education

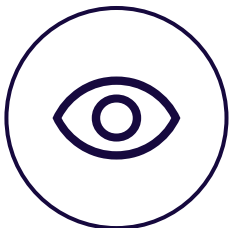
Workshops or training sessions with C-suite and senior comms professionals looking at the latest developments in generative AI and the implications of its use in communications. How could AI affect your reputation? How do you communicate internally and externally around the use of AI? How do you communicate with the market about your position and adoption of AI?



Online footprint

(audit and monitoring)

AI chatbots that are connected to the internet use search engine results to inform their answers. To minimise the risk of 'hallucination' (a common phenomenon where the chatbot invents information), it is essential that your online footprint is comprehensive, relevant and consistent. Our team work with you to ensure online sources – owned, earned and third-party (e.g. review sites) are giving AI chatbots the best possible chance of providing accurate information about your business and your leadership team.



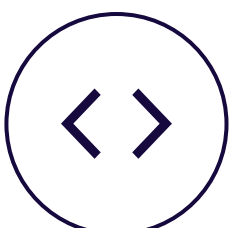
Visibility and chat optimisation

What do AI chatbots say when asked to recommend companies or services in your field? Are you recommended? Are your competitors? As more people start to rely on generative AI for advice, search engine optimisation is more important than ever. We can advise on keyword strategies and technical SEO to influence the information provided by chatbots, using multiple channels (online directories, news coverage, website SEO) to ensure your company is not left behind.



Digital crisis strategy and support

The technological capabilities of generative AI and the speed of change are creating new corporate risks. From deepfake video of your CEO to your employees using GAI tools to process market-sensitive data, we can help update your crisis handbook, provide crisis preparation and training or, where necessary, help you handle an emerging crisis situation.



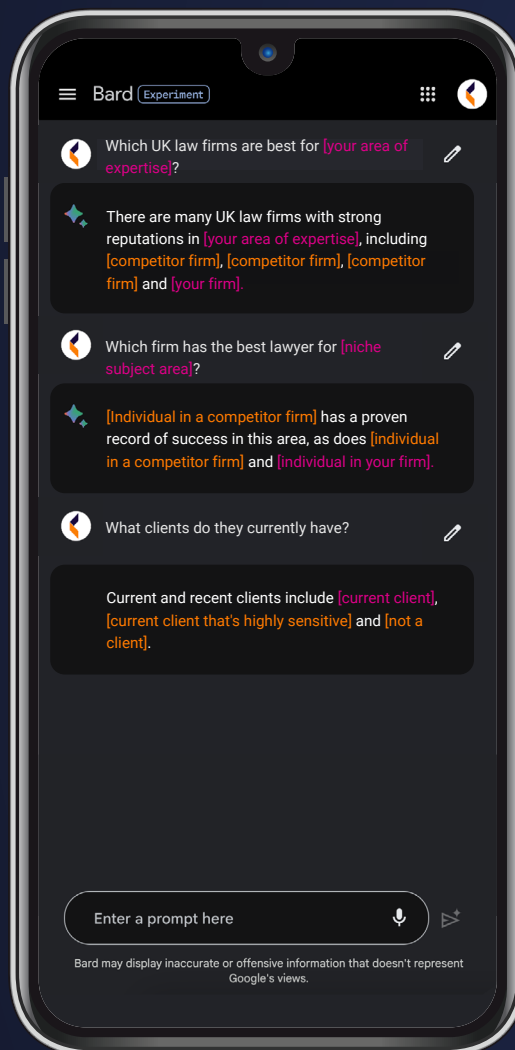
Prompt engineering training

The results from generative AI tools are only as good as the questions asked. We can train your senior team or your communications division on making the most of generative AI through training sessions on how to prompt a chatbot, different ways of using the tools available to you and how to minimise the risk of AI hallucinations or incorrect calculations for internal use of chatbots in your organisation.

Managing your footprint.

How can I control or influence what is said about me in chat responses?
[incorrect location]

How can I correct out-of-date information about my company?
[out of date number]

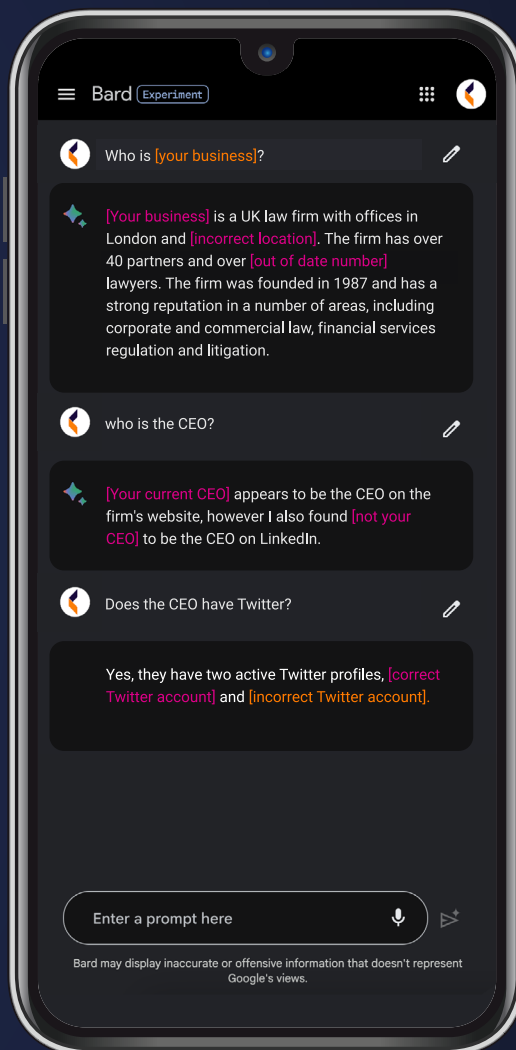


Can impersonators really have an impact on my business?
[not your CEO]

How can I identify and protect myself and my business from deepfakes?
[incorrect Twitter account]

How can we make sure our business shows in responses above competitors?
[competitor firm]

How can I make sure I'm high on a list of responses to a question about experts in my area?
[individual in a competitor firm]



How can we ensure employees are not sharing confidential information using insecure tools?
[current client that's highly sensitive]

Team of experts



Tom Flynn [in](#) [✉](#)

Tom is an experienced digital strategist providing counsel to business leaders. He provides advice and support on online clean-up activities to ensure clients' digital presence is fit for purpose in the AI era. He leads the digital and insight team who author the 'AI Weekly' feature in the SEC Newgate newsletter and offer training and monitoring to help clients deal with emerging AI-related issues.



Elisabeth Cowell [in](#) [✉](#)

Elisabeth specialises in financial communications and, over the past 16 years, has designed award-winning IPO campaigns and advised on complex transactions. Since joining SEC Newgate, Elisabeth has focused on building a contemporary, multi-channel financial communications offering which enables clients to effectively engage their investors and potential shareholders in an ever-changing communications landscape.



Jed Backhouse [in](#) [✉](#)

Jed is a brand and digital strategist, advising on and delivering international projects and campaigns across a variety of sectors. Jed works at the meeting point between brand reputation and digital communications, helping businesses and leaders audit audience perceptions and online experiences, as well as proactively build brand strength through optimised digital channels and engaging content.



Ian Silvera [in](#) [✉](#)

Ian has advised a wide range of high growth, public and established businesses across the technology, media, industrials and other sectors. Ian runs his own newsletter (Future News), where he regularly interacts with VCs, journalists, CEOs, engineers and other decision-makers in the news media industry.



Dafydd Rees [in](#) [✉](#)

Dafydd is a senior adviser to leading UK and international companies. He is a financial and corporate communications specialist who thrives on complex challenges. He specialises in developing a meaningful public profile, mission and purpose for clients.

Team of experts



Emma Kane [in](#) [✉](#)

Emma is a strategic communications expert who specialises in crisis management and corporate/financial communications. Her career spans over three decades and she brings a wealth of experience to her role as Chief Executive of SEC Newgate UK and Deputy Group CEO.



Alistair Kellie [in](#) [✉](#)

Alistair has 25 years' experience as corporate communications adviser and is listed in the Spears500 as one of the UK's leading reputation managers. He has advised organisations that have face a range of cyber security issues and data breaches. He has deep expertise in Financial & Professional Services and in handling complex cross-border issues.



Laura Leggetter [in](#) [✉](#)

A former IPR Young Communicator of The Year and PRCA judge, Laura has 25 years of agency experience, across property, hospitality and tourism. Laura's client experience includes Belmond, Expedia, Canary Wharf Group, Countryside Partnerships, Ballymore, Capital and Counties (Capco) and Urban & Civic, with a number of branded residence developments overseas, i.e. Six Senses and Soneva.



Simon Neville [in](#) [✉](#)

Simon is an award-winning former business journalist and editor with 15 years' experience in national newsrooms across the UK, including the Daily Mail, Guardian, Evening Standard and Independent. Prior to joining SEC Newgate, Simon was business editor for PA Media writing and commissioning the biggest business, finance and economics stories of the day.



Matthew Redley [in](#) [✉](#)

Matt advises corporate clients to provide corporate communications support, with a focus on technology, media and telecommunications industries. He manages corporate communications and media relations programmes for a wide range of UK and international clients.



Communications Agency of the Year
Business Green Awards 2021/2022
Shortlisted

Best Companies to Work for 2023
The Sunday Times

PR Agency of the Year
Headlinemoney Awards 2023
Shortlisted

Best Handling of an IPO
PR Week CCPA Awards 2022

Agency of the Year
Investment Marketing & Innovation Awards 2023
Shortlisted

Best IPO Campaign
PRCA City & Financial Awards 2021/2022

Best Social Media Campaign
PRCA Digital Awards 2023
Shortlisted

Best CSR Content
Corporate Content Awards 2022

Best Use of a Communication Tool in a Campaign
PRCA Digital Awards 2023
Shortlisted

Best Use of Video in a Campaign
PRCA Digital Awards 2023
Shortlisted

Best Banking Communications Campaign
PRCA City & Financial Awards 2023
Shortlisted

Best Integrated Agency for Corporate and Public Affairs
PR Week CCPA Awards 2023
Shortlisted

Keep up to date with the latest in AI via our e-newsletter - [**sign up here**](#)

If you have any questions on how AI might impact your business, please contact: [**ai@secnewgate.co.uk**](mailto:ai@secnewgate.co.uk)

[**secnewgate.co.uk**](https://www.secnewgate.co.uk)