

# Schillings announce latest conference programme



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Schillings, top UK law firm dedicated to protecting the reputations of international corporations, brands and celebrities, has announced the new conference programme for the upcoming 'PR, Communications and the Law - Annual Briefing 2009' at the Paramount Club, Centre Point in London on 28th April.

The event will take the form of a breakfast briefing and will cover the subjects of what should drive communications strategies and [corporate reputation management](#).

Joining Rod Christie-Miller, Partner at Schillings, to help lead the briefing will be Dr Kevin Money, Associate Professor at Henley Business School and Director of The John Madejski Centre for Reputation.

Dr Kevin Money will cover the subject of motivational drives and organizational theories. An understanding of these drives (the drive to acquire, learn, bond and protect) and how they may change during times of economic uncertainty - can provide a competitive edge to anyone shaping communications strategies.

Recent research suggests that in an economic downturn, the drive to protect is likely to assume greater importance in our lives, and Kevin will explore how that drive is likely to be the biggest driver of reputation.

Rod will then take over to present a talk on the important subject of reputation management. In the sphere of reputation management, the unconscious drive to protect is borne out by the very real threats that corporates now face.

Over the coming year, the three key threats for people working in PR and communications are liable to be:

- Responding to leaks and whistleblowers
- Tax gaps and the Board
- Protecting the corporate reputation during high-profile employment disputes

Rod will explain how despite these new threats, the potential to protect reputations via a combined PR and legal approach is actually stronger than ever.

The briefing will finish off with a round of questions to the panel.

### **About**

Schillings is one of Britain's top law firms dedicated to safeguarding the reputations of international corporations, brands, celebrities and high-profile business people. The firm's track-record in defamation, [privacy](#) and copyright cases, as well as commercial [dispute resolution](#) is second to none.

### **Schillings:**

[Defamation](#), privacy and copyright are at the heart of the firm's work, prompting The Independent newspaper to call Schillings a "spectacularly efficient media law firm."

Schillings clients include supermodel Naomi Campbell, actress Nicole Kidman, seven times Tour de France winner Lance Armstrong, premiership footballer Wayne Rooney, Harry Potter author JK Rowling, pharmaceuticals maker GlaxoSmithKline, steel maker Arcelor Mittal, the Harrods Group and the London Stock Exchange.

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