



# Regester Larkin

## Regester Larkin Middle East

As in other markets, threats to corporate reputation in the Middle East no longer come solely through sudden event-led crises such as industrial accidents, but also and increasingly commonly, through issue-led crises. Corporate fraud investigations, missed deadlines on construction projects or missed production targets on energy projects, criticism over the treatment of labourers; all such unwanted newspaper headlines can damage an organisation's hard-won reputation in the Middle East, negatively impacting both the bottom-line of the existing business and the prospects for winning further new business elsewhere in the region.

Each country in the region also has a reputation to maintain. Not only what happens in the country, but also the actions of its companies – whether private or government-backed – wherever they operate in the world, has the ability to impact the country's reputation which is so vital to attracting investment, talent, visitors and major events.

Regester Larkin's UAE office was established in 2006 to support both international firms investing in the Middle East, and companies from the region investing overseas.

Recent and current projects undertaken by Regester Larkin Middle East in the Gulf, North Africa and the Levant include:

- For world-scale energy companies, both invested in, and from the region:
  - revising and developing crisis communications procedures, including protocols for complex joint ventures
  - conducting crisis leadership coaching, and training of media and relative response teams
  - developing and facilitating crisis simulation exercises right across the region, often involving the testing of several crisis teams in multiple locations.
- For a major food company: helping to develop its management strategy around a controversial issue
- For an international financial organisation: providing crisis and issues media training to spokespeople from across the region
- For others: reputational contingency planning for entry into the Iraq market; developing a tactical plan to leverage existing corporate reputation to win major deals elsewhere in the region.

*"Regester Larkin's UAE office has provided excellent support on our crisis contingency planning, advising and assisting us on our procedures, training and simulation exercises."*

Shell

*"The media training Regester Larkin's UAE office provides for our senior spokespeople is of the highest quality. The sessions are tailored to our business and are based on realistic, relevant issues"*

Standard Chartered Bank

## Contact us

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