

## Crisis Communications

The art of crisis response is to become the authoritative source of trusted information for media and the public. Building trust requires commanding all the facts and communicating them transparently and sincerely, with skillful mindfulness of protecting both our clients' brand reputation and every legal consideration.

### Representative experience

Represented a number of large companies through highly publicized data breach and cybersecurity incidents.

Represent a well-known financial seminar company that works with celebrities to defend its reputation against false attacks in the media.

Represent the country's premiere arts school as its agency of record for all crisis issues that arise.

Represent a premiere liberal arts school in connection with #MeToo-related allegations.

Drafted a crisis preparedness plan for one of the fastest-growing construction companies in the Mid-Atlantic.

Represent one of the largest for-profit education companies in the country in connection with accreditation issues.

Assist a large accounting group in the midst of an indictment of one of the firm's partners.

Represented a prominent cruise line in the midst of an investigation by the U.S. Department of Justice.

### Contacts

Mark Irion,  
Washington, D.C.

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### Practices

Strategic Communications  
Crisis Leadership Team

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Represented a large casual restaurant chain through allegations of age discrimination by the Equal Employment Opportunity Commission.

Represented multiple large law firms in connection with misconduct allegations against senior personnel.

## Latest thinking and events

### Sponsorships and Speaking Engagements

Food and Drug Law Institute Annual Conference

### Brochures

Hogan Lovells automotive and mobility thought leadership paper

### Blog Post

COVID-19: African unity and the opportunity for a paradigm shift

### Blog Post

Temporary measures allowing for meetings of shareholders and other corporate bodies of Luxembourg companies in writing/electronic form or video/teleconference

### Hogan Lovells Publications

Luxury retailers in Hong Kong and neighboring markets face coronavirus crisis

### Published Works

5 Myths In Legal Crisis Communications

*Law360*