



firm profile

McMillan is a modern and ambitious business law firm serving public, private and not-for-profit clients across key industries in Canada, the United States and internationally. With recognized expertise and acknowledged leadership in major business sectors, we provide solutions-oriented legal advice through our offices in Vancouver, Calgary, Toronto, Ottawa, Montréal and Hong Kong. Our firm values – respect, teamwork, commitment, client service and professional excellence – are at the heart of McMillan’s commitment to serve our clients, our local communities and the legal profession. For more information, please visit our website at www.mcmillan.ca.

crisis communications readiness service

overview

When clients are faced with a crisis, responding rapidly and accurately is key. The McMillan Vantage Communications Readiness Service can help clients assess if the appropriate communications / public relations processes and tools are in place, and if not, can help create strategy and response measures based on industry best practices.

The Service includes checklists and templates to assess internal communications processes, digital preparedness, ‘war room’ protocols, spokesperson training, key audience identification and media response readiness. There is also best practice guidance on structuring a Rapid Response Team, ensuring an effective working relationship among legal, public affairs and communications teams, and developing an effective Board / staff / media / investor / customer approach.

McMillan Vantage communications / public relations experts can guide clients through the readiness assessment and assist in addressing gaps.