

## Retail on the Brink: Crisis Management and Communications

### You Will Participate In A Day-By-Day Week of Crisis Befalling A Retail Company

Sheppard Mullin New York

11.19.2019

We have assembled a panel of experts and prepared a simulation of a series of common crises facing retail and fashion companies today, including cybersecurity and privacy issues and retail advertising and marketing issues. You will be asked to take part in the interactive day-by-day program and contribute to the implementation of the crisis management plan, reporting, communicating, and messaging with the company's various constituencies. The panelists include in-house and experienced Sheppard Mullin attorneys and crisis communications experts.

#### Tuesday, November 19, 2019

Registration | 5:30 p.m. - 6:00 p.m.

CLE Program | 6:00 p.m. - 7:30 p.m.

Networking Reception | 7:30 p.m. - 8:30 p.m.

#### Sheppard Mullin

30 Rockefeller Plaza, 39th Floor

New York, NY 10112

Directions

#### Presented by:

**Ted Max**, *Partner*, Sheppard Mullin

**Molly Morse**, *Partner*, Kekst CNC

**Kari Rollins**, *Partner*, Sheppard Mullin

Please contact Maricela Alfonso via email to register.

#### MCLE Credit

This program has been approved in accordance with the requirements of the New York State Continuing Legal Education Board for a maximum of 1.5 credit hours which may be applied toward the areas of professional practice requirement, and is suitable for both transitional and non-transitional attorneys. Sheppard, Mullin, Richter & Hampton LLP is a State Bar of New York approved MCLE provider.

Questions? Please contact Maricela Alfonso via email or at 212.653.8463

## Attorneys

Theodore C. Max

Kari M. Rollins

## Industries

Retail, Fashion & Beauty