



# BREXIT

## ENSURING BUSINESS CONTINUITY in the face of the UK REFERENDUM



The UK's vote to leave the EU is a historic decision that will have many consequences for business.

### Most immediately:

- What will be the future relationship between the UK and the EU?
- Will UK companies have access to the internal market and vice-versa?
- What will the impact of Brexit be on the regulatory framework affecting your sector across Europe?

Businesses need to have the information and the expertise to ensure that they can manage business risk rising from the uncertainty and instability, and continue to operate effectively in this challenging environment.

# What are the scenarios for the UK's withdrawal and how will they affect your business? What are the direct risks and opportunities to you?



FleishmanHillard's senior team of political, public affairs and regulatory risk experts on both sides of the Channel and in other European capitals can help you to analyse the emerging landscape, the impact of the decision on your business and help to ensure that you are prepared for the upcoming negotiation process.

**We help our clients to:**

- **Understand the risk to business objectives and organisational goals**
- **Read through the headlines and interpret the political noise**
- **Assess the implications of withdrawal from a regulatory and market access perspective**
- **Develop a plan for proactive/reactive government engagement, communications and advocacy**
- **Strategically position your company to absorb the impact of withdrawal**

We produce political risk reports tailored specifically to your organization and sector, outlining the scenarios which could play out and how these may in turn affect the environment in which you operate.

## We examine:

- The potential scenarios affecting your sector and how each of them might impact your business including legislative shift from/to the EU/UK
- What opinion research is telling us about public attitudes to these issues and how this might affect your organization or company
- How your stakeholder landscape could change
- The scale of risk attached to these issues and scenarios

## Our support:

- Risk mapping and Risk management
- Understanding the impact of Brexit, and developing a strategy for communications for government, shareholders and stakeholders
- Change management and employee communications
- Developing messaging, communications activity and materials
- Workshop sessions to interrogate the issues with senior advisors; these provide an opportunity to bring cross functional teams together to help reach a corporate understanding of the landscape
- Stakeholder mapping and audits
- Media training for spokespeople
- Ongoing senior counsel and strategic advice
- Regular updates on the developing situation, helping you to understand what it means for your business



# Our Brexit Experts

We have a senior team of advisors and sector experts ready to support you:



**Michelle Di Leo**  
Director & Partner,  
Head of Public Affairs, UK

Over 20 years' experience in public affairs, strategic communications, and integrated campaigns.



**Caroline Wunnerlich**  
Executive Vice President & Senior Partner,  
EMEA Regional Director, MD Brussels

20 years leading Brussels office, providing senior counsel, across a range of sectors at EU level.



**Liam McCloy**  
Director & Partner, London

Over 16 years of experience in public affairs consultancy, leads food, beverage and agribusiness sector in London.



**Donald Ricketts**  
Senior Vice President & Senior Partner,  
Director & Head of Financial Services, Brussels

16 years of experience providing senior counsel across the Financial Services industry on regulatory, competition policy and communications strategy



**Gunter Verheugen**  
FH Strategic Advisor

Formerly Vice-President of the European Commission, and senior German politician.



**James Stevens**  
Senior Vice President & Senior Partner, Brussels

Over 15 years of experience in Brussels specialising in manufacturing and industrial sectors on government relations and communications. Chair of the EU Committee of the British Chamber of Commerce in Brussels.



**Dan Baxter**  
Senior Vice President and  
Senior Advisor, Brussels

Over 20 years experience in Internal Communication and Change Management. Head of our Brussels Pharmaceuticals and Healthcare team.



**Matt Hinde**  
Director, Brussels

Leads the Brussels energy practice, former head of European strategy for U.K. Department of Energy and Climate Change.

If you would like to know more about working with us to respond to this changing and challenging landscape please contact: **Caroline Wunnerlich**

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