

# The Digital Disruptor and Crisis Communications

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## Speech Outline

Theme Inspiration:

*"It takes 20 years to build a reputation and 5 minutes to ruin it."*  
Warren Buffet

Open

The Rise of the Digital Disruptor

The Ascension of Ratings, Rankings and Reviews

Law Firms: A target-rich environment for hackers

Does Compliance Prevent Hack?

Top 10 Crisis Communications Mistakes in a Digital world

- 1) No Response
- 2) No Comment
- 3) Off the record? What?
- 4) Google is the Most Powerful Judge
- 5) Not Using Your Own Media
- 6) No Crisis Plan
- 7) All People are Teenagers
- 8) Yelp is the Most Trusted Lawyer Website
- 9) You Have Little Control
- 10) You Can Dilute Damage

The New Digital Lawyer

Close