

## Led by Florian Silnicki, LaFrenchCom's Crisis and Issues PR practice will help you in France and Europe

What are the best crisis PR agencies in France ?



London, Jan 9, 2020 ([Issuewire.com](https://www.issuewire.com)) - What are the best crisis PR agencies in France?

Like any other business, law firms aren't immune from controversy. When reputational issues become serious, regulatory and legal implications are never far away. Since issues can translate into crises within minutes, stakes rise swiftly and you must be prepared to communicate.

Law firms are expected to uphold the rule of law, and your stakeholders and the media are constantly looking at you to do so. When law firms' actions are called into question, the potential for reputational damage is greater than in almost any other sector. LaFrenchCom, founded by [Florian Silnicki](#), ensures your issue is presented accurately – knowing what to say and when to say it is critical.

Led by [Florian Silnicki](#), LaFrenchCom's Crisis and Issues PR practice will help you navigate crises while keeping a close eye on your stakeholders' interests. We protect law firms when their reputations are under threat by dealing with risk across all their business functions. We help our clients steady the ship when partners are struck off or when mergers fail; we offer a calm voice amidst discrimination and sexual harassment claims, as well as during AMF and other regulatory investigations; and during data breaches, cyber threats, or terrorist incidents, we know what needs to be communicated. We guide our clients through every law firm crisis imaginable.

Contact LaFrenchCom to find out more about our Crisis PR service.

### Litigation PR AGENCY

A battle in court can make for good newspaper headlines. Make sure yours are the right ones with LaFrenchCom led by Florian Silnicki.

### Litigation PR TEAM

When a law firm or one of their clients is involved in litigation, everyone likes to keep an eye on the dispute. But winning in the court of law guarantees little in the court of public opinion. Say nothing and you invite unwanted speculation, but say the wrong thing in litigation PR and you can land yourself in contempt of court. It's a fine line.

Whether the circumstances warrant an aggressive or defensive, proactive or reactive strategy, you must communicate. You need a team on your side who, working closely with your legal counsel, knows how to navigate the intricacies of the court process as well as the scrum on the steps outside.

Led by Florian Silnicki, LaFrenchCom's Litigation PR team have the industry expertise and contacts to translate any legal position into a communications strategy. We use our ability to properly consider the legal status of information to deliver your story in line with litigation proceedings. We deal with high-profile disputes in the France, Europe and internationally on behalf of individuals and organisations, dovetailing communications and legal strategies to comprehensively cover all stakeholder concerns.

Contact LaFrenchCom to find out more about our Litigation PR services.

The right communications strategy helps a company achieve that balance by supporting the company's legal position while protecting its reputation.

Communications outside the courtroom can be tricky, particularly when a company is fighting on multiple fronts and anything said in one forum can have implications in another. But time and again, we've seen that litigants that prioritize the outside world – with its echo chamber of 24-hour news and digital-user-led discussions – better weather the litigation storm.

LaFrenchCom is proud of the clients we represent and aware of the trust and responsibility they place in us. That responsibility is felt most sharply at times of crisis.

Successful crisis navigation is not merely surviving, but emerging in a stronger position. At LaFrenchCom we believe that while you may not be able to manage a crisis, you can lead through a crisis. Effective leadership is defined by the ability to quickly and clearly grasp the issues and take appropriate action.

Tactical moves alone will never be enough. Leaders also need to have the right mindset and then communicate that mindset.

*Florian Silnicki (born December 17, 1987 in Paris, France) is an French crisis manager. He is known as the founder, president, and CEO of the crisis PR management firm [LaFrenchCom](https://www.lafrenchcom.fr).*

*Best known in media circles as the “Fixer”, Florian Silnicki is a world-renowned Crisis Management Expert and entrepreneur who serves as Founder and CEO of LaFrenchCom, a premier, full-service crisis management and communications firm. For the past years, he has served as an advisor for a host of corporate, celebrity, non-profit and government clients providing strategic counsel to help individuals and organizations navigate challenging issues. Prior to founding his firm, [Florian Silnicki](#) served as Deputy Press and Special Assistant to politicians.*

*French's number one crisis management expert, [Florian Silnicki](#) is on speed dial for some of the highest-profile celebrities, politicians, and corporations in the world. [In his blog, Florian Silnicki shares his methods](#), **gleaned from years of professional experience, for smoothing over a bad situation while providing the tools to prevent similar incidents from ever happening again...***

<https://www.lafrenchcom.fr>

<https://floriansilnicki.fr>



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