

Podcast Episode

WorkedUp: Crisis Management!! How To Handle The Employment Issue Gone Viral....

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Matt Steinberg welcomes Ed Trissel, partner at corporate communications firm Joele Frank, to discuss effective employer strategies and best practices for communicating with your employees during the midst of an employment-related or other business crisis (for example, when an employment lawsuit or situation has gone or is about to go viral). They also discuss how social media/Twitter underscores the need for authentic and disciplined crisis management strategies and how consumers are increasingly making purchasing decisions based upon reports of how companies/brands treat their employees.

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About the Akerman WorkedUp Podcast

The Akerman WorkedUp Podcast explores the ever-changing employment law and human resources landscape and features a diverse set of guests, including defense lawyers, plaintiff-side lawyers, in-house counsel, business executives, government agency representatives, and other thought leaders. Hosted by Akerman Labor & Employment partner, Matt Steinberg, WorkedUp combines candid discussions, practical insights, and comic relief for

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