

EVENTS



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development and trial experience.

HOW TO DEFEND CATASTROPHIC CLAIMS IN THE FACE OF NEGATIVE MEDIA EXPOSURE

Events

9.25.17

“Managing and Defending Catastrophic Claims in the Face of Adverse Media Exposure” is the compelling topic of an afternoon session at the 2017 CLM & Business Insurance Construction Conference in San Diego, CA on October 10, 2017. WSHB’s Alicia Kennon joins a panel of industry experts to include Cindy Hunter of Navigators, Moira Malany from Network Adjusters, Inc., Mark Shifton of Seiger Gfeller Laurie LLP, and Emma Tortorici from Chubb.

“This session will explore best practices for claims personnel, outside counsel, and risk managers when handling claims that have generated adverse media exposure, in order to protect both the insured’s and insurer’s exposure,” said Kennon, a partner at WSHB.

Discussion topics will include:

- How pre-crisis management planning should be done collaboratively before a crisis develops
- How the role of outside counsel can help manage and mitigate a public relations disaster
- How to understand the insured’s goals and motivations for a solid public relations strategy

Kennon specializes in the litigation of claims involving employment practices, professional liability, and construction - both defect and catastrophic personal injury. She is a fierce advocate for individual, public, and private clients facing allegations of unfair employment practices, negligence, and products liability. She likewise has a proven track record in her defense of physicians, nurses, hospitals, dentists, optometrists, veterinarians and insurance professionals whose professional credentials and skills have been called into question by former clients and patients.