

# International Reputational Risk

Çırağan Palace Kempinski  
Istanbul, Türkiye

## DAY 1 WEDNESDAY, JANUARY 28, 2026

- 4:00 p.m. Check-In
- 7:00 p.m. Welcome Reception & Dinner

## DAY 2 THURSDAY, JANUARY 29, 2026

- 7:30 a.m. Breakfast
- 9:00 a.m. Welcome Remarks & Introductions

### Session 1 How Legal and PR Can Partner for Client Crisis Success

- 9:40 a.m.
- In a fast-moving world, any client facing a crisis will need multi-faceted support. A crisis can take many forms, but it will often involve legal, financial, and reputational threats. AI and deepfakes have confused our information environment, and social media has made it easy for a lie to spread around the world at the touch of a button.
- This session will explore how advisors can assemble the right team and how lawyers and reputation managers can work together to support a client in crisis.
- We will cover:
- How recent trends in media, AI, and litigation have shaped modern crisis management.
  - Assembling the crisis management team.
  - Good cop, bad cop? How media lawyers and reputation managers work together.
  - Time-tested strategies for success in a crisis.

#### Discussion Leaders

- Rod Christie-Miller**  
Schillings  
London, United Kingdom
- Michael Farrant**  
Farrant Group  
Dubai, United Arab Emirates
- Ibtissem Lassoued**  
Al Tamimi & Company  
Dubai, United Arab Emirates
- Nina Lüssmann**  
BUSE  
Hamburg, Germany

- 10:50 a.m. Refreshments

### Session 2 Excursus On Media Law

- 11:20 a.m.
- Session Description pending.*

#### Discussion Leader

- Adam Speker, KC**  
5RB Barristers  
London, United Kingdom

- 12:30 p.m. Luncheon

### Session 3 First Warning Intelligence in the Battle of Human vs AI

- 1:30 p.m.
- The focus of this session will be the complexity of the battle between human and AI in the digital media space for both self-promotion, defamation, and disinformation. The session will highlight the development of first warning intelligence to highlight bad

#### Discussion Leaders

- Martin Dubbey**  
Harod Associates Ltd  
London, United Kingdom

actors, either human or AI, in this sector, and the use of the latest cutting-edge cyber technology to counter the threat and inform your comms strategy.

Topics covered in this session will include:

- Seeing the threat – the creation of first warning intelligence to enable effective countermeasures.
- Identifying who is behind the threat and the motivations for them.
- Discussing the differences of threats for individuals, organised crime, and nation states' use/ abuse of AI and the digital media space.
- Creating effective countermeasures and the difficulties of investigating amongst human and AI threat actors. Understanding the difference and the counter-strategies necessary.
- Discussing the technology and forensic challenges – assessing how far behind the bad actors we are.

#### **Toby Duthie**

Forensic Risk Alliance  
London, United Kingdom

#### **Nick Hope**

Edelman  
London, United Kingdom

2:40 p.m.

### Refreshments

#### **Session 4**

### Regional Focus

3:10 p.m.

*Session Description pending.*

#### **Discussion Leaders**

#### **Toby Duthie**

Forensic Risk Alliance  
London, United Kingdom

#### **Jessica Parker**

Corker Binning  
London, United Kingdom

#### **John Watts**

Forward Global  
London, United Kingdom

4:20 p.m.

### End of Day 2

7:00 p.m.

### Reception & Dinner

## **DAY 3**

## **FRIDAY, JANUARY 30, 2026**

8:00 a.m.

### Breakfast

#### **Session 5**

### State Campaigns

9:15 a.m.

*Session Description pending.*

#### **Discussion Leader**

#### **John Watts**

Forward Global  
London, United Kingdom

10:25 a.m.

### Refreshments & Check-Out

#### **Session 6**

### Truth, Lies, and Liability: *The Execution of the Response to a Global Disinformation Campaign in a Post-Truth World*

10:55 a.m.

This session will focus on how to navigate, manage, and mitigate the reputational, legal, and operational risks posed by coordinated disinformation attacks on

#### **Discussion Leaders**

#### **Nick Hope**

Edelman  
London, United Kingdom

organisations and individuals. Drawing from recent regional case studies, we will explore how to respond to the unique challenges of a world where dis/misinformation can travel faster than facts and cost more than just reputation.

**Julian Pike**  
Farrer & Co LLP  
London, United Kingdom

Topics covered in this session will include:

- The anatomy of a disinformation campaign: from genesis to virality, the role of AI, and data-driven countermeasures.
- Cross-functional responses: how lawyers, investigators, and communications professionals best collaborate in real-time.
- Managing risk across jurisdictions: when laws, platforms, and norms diverge.
- Driving down the cost of response without weakening the impact.
- Case studies and learnings.

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12:05 p.m.    **Closing Luncheon**

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1:30 p.m.    **Departure**

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