

# UNINTENDED CONSEQUENCES

AND THE ART OF AVOIDING THEM...

When Prince Andrew hit the headlines with his catastrophic newsnight interview, Mark Borkowski was the media's go-to crisis analyst appearing on multiple global news channels to share his expertise and opinion.

989 global press comments  
206 TV and radio appearances

## WHY?

Borkowski and his team lead with a deep cultural understanding, expertise on narrative positioning, pragmatic responses to crisis situations and unrivalled relationships with key editors and journalists across print, broadcast and digital media. With a global client list and experience across multiple sectors, Borkowski are *the* crisis publicity experts, unmatched in both the theory and practice of publicity.

Mark believes in co-ordinated action, precision and logic. A critical and creative thinker, he takes clients through key steps involving preparation, planning and forensic analysis. This process involves developing the widest context behind a crisis and narrowing it down to the most smallest detail.

Mark is hands on with his team throughout every stage.

He develops powerful action-orientated strategies that get results, always looking for the hidden power in any situation and an appropriate response.

## HE KNOWS HIS CRAFT

As a result, the calls come along with the media requests for analysis. This isn't a coincidence. It's the result of years of hard work creating stories that change minds. Of knowing when to listen to clients and when to challenge them impartially.

It's from years of experience providing sage and honest counsel. Creating campaigns that put an end to a crisis for good. Or making sure one never happens through solid preparation.

When the chips are down, Borkowski are the team to call. Here's the number: 0203 176 2700. In one week, when the media turned a hostile gaze on to an ill prepared and delusional Prince Andrew, Mark was the go-to man. Prince Andrew didn't call him and it's too late for him, but not too late for you!

When the media want an opinion they use that number too. Mark sets the media agenda as well as commentating on it.

To engage Mark and his team for:

One to one consultations  
Talks on crisis and the art of 21st century publicity  
Crisis planning and media relations

Say hello here  
[crisis@borkowski.co.uk](mailto:crisis@borkowski.co.uk)

**borkowski**