

## **Berkley Life Sciences LLC Offers New Risk Management Webinar on “How to Build a Life Science Crisis Management Plan”**

### **Legal Expert to Offer Strategies to Defuse and Manage Life Science Crises**

Berkley Life Sciences LLC, which focuses exclusively on the insurance needs of life science companies, announces its next risk management webinar on Wednesday, April 13<sup>th</sup> at 2:00 PM (EDT).

The theme for this event, the eighth in a series of online educational offerings, is “How to Build a Life Science Crisis Management Plan.” The webinar features:

- Kevin Quinley, Vice President, Risk Management Services for Berkley Life Sciences
- Neil Goldberg, Partner at Goldberg Segalla LLP

### **About the webinar ...**

In the tough legal, regulatory and tort environment in which life science firms operate, crises abound. These can stem from FDA crackdowns, voluntary recalls, natural disasters, adverse patient reactions or class action lawsuits. Even if a company has not yet faced a crisis, it is a safe bet that it will at some time. Mishandling a crisis can hurt a life science firm both financially and operationally, and can have a long term negative impact on its reputation. Being prepared is not just a sound Boy Scout motto, but is sage advice for life science firms; yet companies are often unsure of where to begin or what building blocks should form the foundation of a strong crisis management response.

In this webinar, you can learn how to:

- Develop proactive crisis management initiatives
- Preserve attorney-client privilege when working with PR consultants
- Avoid common crisis management pitfalls
- Leverage social media tools to navigate a crisis

This webinar will offer tips to help life science firms better manage their way through the traps and snares that can arise in times of crisis. The webinar will include an interactive question and answer session.

REGISTER by clicking the link to the left. If you cannot join us on April 13<sup>th</sup> for this exclusive live event, a recording of the session and the accompanying Power Point slides will be available for download later.



Berkley Life Sciences brings this live webinar FREE of charge to policyholders, business partners and invited guests as part of our expanding menu of risk management services. Watch for additional events in the coming months.

### **About Berkley Life Sciences, LLC**

Berkley Life Sciences, LLC, a member company of W. R. Berkley Corporation, is solely dedicated to serving the needs of the life science industry, providing sophisticated, innovative insurance products and services to life science customers of all sizes.

### **About W. R. Berkley Corporation**

Founded in 1967, W. R. Berkley Corporation is an insurance holding company that is among the largest commercial lines writers in the United States and operates in five segments of the property casualty insurance business: specialty insurance, regional property casualty insurance, alternative markets, reinsurance and international.

For more information about Berkley Life Sciences, visit [www.berkleyls.com](http://www.berkleyls.com) or contact Emily Urban, SVP, at 609.844.7800 or [eurban@berkleyls.com](mailto:eurban@berkleyls.com).

For questions about the webinar, contact Kevin Quinley at (703) 789-7837 or [kquinley@berkleyls.com](mailto:kquinley@berkleyls.com).