



## Timeliness and preparation are key.

### How can leaders prepare for media attention surrounding a merger or acquisition?

Whether managing internal or external communications surrounding a merger or acquisition, both timeliness and preparation are key.

“Hammer out key messages as early in the process as possible and make sure all involved — both the acquiring and the acquired companies — are on point and know what to expect,” says Chris Duval, co-founder and president of McCabe, Duval + Associates, a marketing agency with offices in Portland, Maine and New York City.

Mergers and acquisitions often get immediate media attention once the announcement is made. Comfort with both primary and secondary messaging enables key executives to respond to the concerns of both internal and external stakeholders — and the greater industry — consistently and quickly.

“Messaging and media training is a must for leadership teams involved in a merger or acquisition,” asserts Duval. “Executives from both the acquired and acquiring institutions should be involved in message development and, if possible, prepped with a customized training program that meets them where they are — in terms of level of experience and comfort with media and the like.”