



Invitation to Business Breakfast: Is your company prepared to react on crisis situation?

# Crisis preparedness as the next competitive advantage



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## Find out more about why some companies emerged stronger after a crisis, while others faltered.

Can a crisis be good for your company? Some companies emerged stronger - and even experience revenue growth - after a business crisis situation, while others declined. What is the secret recipe?

Find out more during our event where we will introduce the results of PwC's Global Crisis Survey, which is based on 4,500 crisis situations that companies faced worldwide. Exclusively we will also share with you the results for the Czech Republic, which are envisaged to be published in September 2019.

Take advantage of asking questions directly to our Global Forensic Leader, Kristin Rivera, who will personally participate in this event and share her experience with assisting US clients in crisis situations.



23 July 2019; 9:00 - 10:30  
(registration from 8:30)



PwC Experience Center,  
Hvězdova 1734/2c, Prague 4



Register on: [www.pwc.cz/crisis](http://www.pwc.cz/crisis)



Questions: [klara.balounova@pwc.com](mailto:klara.balounova@pwc.com)  
Language: **English**  
Participation: **Free of Charge**

# PwC Global Crisis Survey 2019

## Crisis Preparedness as the next competitive advantage:

Learning from 4,500 crises.

2,000 companies. 4,500 crises. Here's all you need to know.

PwC Global Crisis Survey is the most comprehensive repository of corporate crisis data ever assembled. We heard from 2,084 executives in organisations of all sizes, in 25 industries and across 43 countries - 1,430 of which had experienced at least one crisis in the past 5 years. What we found is game-changing.

## PwC Global Crisis Centre

PwC's crisis centre helps businesses to prepare for, respond to and recover from a crisis, so the business can withstand it and emerge stronger. And what can be the crisis situation where PwC Global Crisis Centre can help? It can range from natural disaster, cyber-attack, financial collapse to product recall, regulatory violations or brand and reputational attacks.



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## Kristin Rivera

Advisory, San Francisco, CA

Kristin is global leader of PwC's Forensics practice comprised of 3,500 professionals operating in more than 70 countries worldwide. She helps companies to prepare for, respond to and emerge stronger from crisis with a particular focus on economic crime, fraud and misconduct. Kristin has helped hundreds of companies to navigate business inflection points and leverages this experience to bring clarity and structure to the most volatile situations. In calm waters, she helps companies to assess, mitigate and manage compliance and fraud risk. In crisis, she works with corporate gatekeepers to design and implement governance strategies aimed at minimizing the impact on their business.