

**MESSAGING  
MATTERS  
SCOTTISH  
CONTINUITY  
CONFERENCE  
2024**



# Introduction

- **Wealth of crisis management experience from near-20-year career in media**
- **Former reporter, chief sub-editor and Assistant Editor with daily newspaper**
- **Worked on incidents including:**
  - offshore fatalities
  - murder
  - civil unrest
  - corporate reputation challenges
  - fatal offshore accidents
  - major local and national events



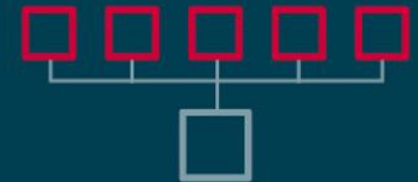


**20 years**  
ER service at Fifth Ring



**24/7 365**  
on call support

**1hr**   
response time



**5 minimum**  
on Media Adviser rota

**3 global**  
offices  
in oil and gas hubs



**80+** exercises  
in 2023

**4 media**   
responders  
available within 1hr, 24hrs a day

# Some of our current ER clients



# Why does messaging matter?

- Speed of news
- The importance of protecting – and promoting – reputations
- Your response can make or break reputations
- Trust from stakeholders
- Public's appetite for news. Now
- Citizen journalism



## The seeds of a response

**P**EOPLE

**E**NVIRONMENT

**A**SSET

**R**EPUTATION



# People

- Reassure staff and relatives
- Act quickly
- Protect identities
- Use relationships



**“We can confirm an incident took place within the grounds of our Stonehaven branch this morning, which has sadly resulted in the death of a member of the public.**

**“We are assisting police with their investigation, and there are no concerns for the safety of those who remain on-site.”**



# Man, 50, arrested following death at industrial site



INVESTIGATION: Police officers guard the site as forensic staff in white suits gather evidence. Pictures by Paul Reid.

ROSS HEMPEED, LOTTIE HOOD AND SHANAY TAYLOR

A north-east town is in shock after a "member of the public" died following a disturbance at an industrial site. A 50-year-old man has been arrested in connection with the tragic daytime incident at GPH Builders Merchants in Stonehaven. Police were called to reports of a disturbance at the premises on Broomhill Road at around 10.40am yesterday. A man was taken to hospital but was later pronounced dead.

Police are investigating and are carrying out inquiries. The builders yard was sealed off, with an ambulance van and four police cars at the scene. One officer was seen guarding the entrance to the yard and talking with forensic technicians, who were wearing hazmat suits while carrying out their work. Forensics staff could be seen carrying evidence bags and taking photographs at the scene. GPH Builders Merchants confirmed that a member

of the public died. It also stated that the Stonehaven branch is temporarily closed. A spokesman for GPH Builders Merchants said: "We can confirm an incident took place within the grounds of our Stonehaven branch this morning, which has sadly resulted in the death of a member of the public. "We are assisting police with their investigation, and there are no concerns for the safety of those who remain on-site. "Our thoughts are with the family and friends of

the person involved, and we will be making no further comment at this time." A police spokesman said: "We were called around 10.40am on Tuesday September 26 to a report of a disturbance at a premises in the Broomhill Road area of Stonehaven. "Emergency services attended and a man was taken to hospital and pronounced dead a short time later. "A 50-year-old man has been arrested and inquiries are ongoing to establish the full circumstances."



**The P & J**

Jeep EV's peak performance and port's green energy plans  
Two great pullouts inside

**Bid to put fizz back into flagship store**

M&S cafe gets green light to serve alcohol with meals  
See page 3

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PORTS & HARBOURS



# Man dies in disturbance at north-east builder's yard



## Police arrest 50-year-old and lock down scene following tragic 10.40am incident

ROSS HEMPEED, LOTTIE HOOD AND SHANAY TAYLOR

A MAN died yesterday and another was arrested after a daytime disturbance at a building merchant's yard that

has left a north-east town in shock. Police have launched an investigation following the tragedy on Broomhill Road in Stonehaven. Emergency services raced to

the scene at GPH Builders Merchants after the alarm was raised around 10.40am. Police confirmed a man was rushed to hospital but later pronounced dead and that a 50-year-old man has been

arrested in connection with the incident. Officers locked down the yard as they gathered evidence. A spokesman for GPH Builders Merchants said they are "assisting police with their

investigation" and that the man who died was "a member of the public". He added: "Our thoughts are with the family and friends of the person involved." Full story: Page 9

NEWS 13

Scene... cops at yard

# Arrest on death at builders' supplier

By PAUL RODGER

A MAN was arrested after a member of the public died following an alleged disturbance at a builders' merchants. Police rushed to the scene in Stonehaven, Aberdeenshire, after the alarm was raised at around 10.40am yesterday. Officers found the injured man at GPH Builders Merchants. He was rushed to hospital but pronounced dead soon after. Another man, 50, was held by cops following the tragedy within the grounds of the business on Spurryhillock industrial estate. A police spokesman confirmed: "Inquiries are ongoing to establish the full circumstances." Confirming the death, GPH bosses said in a statement: "We are assisting police with their investigation. "Our thoughts are with the family and friends of the person involved."

# Police probe after man dies following incident at builders merchants

A man has died and another has been arrested after a disturbance at GPH Builders Merchants in Stonehaven. Police were called to reports of a disturbance at the premises on Broomhill Road at around 10.40am yesterday. A 50-year-old man has been arrested in connection with the incident. Police are carrying out inquiries. The building yard was sealed off, with an ambulance and four police cars at the scene. Forensics officers could be seen carrying evidence bags and taking photographs. GPH Builders Merchants confirmed a member of the public died. They also stated the Stonehaven branch is temporarily

closed. A spokesman said: "We can confirm an incident took place within the grounds of our Stonehaven branch this morning, which has sadly resulted in the death of a member of the public. "We are assisting police with their investigation, and there are no concerns for the safety of those who remain on-site." A police spokesman said: "We were called around 10.40am on Tuesday September 26 to a report of a disturbance at a premises in the Broomhill Road area of Stonehaven. "Emergency services attended and a man was taken to hospital and pronounced dead a short time later. "A 50-year-old man has been arrested and inquiries are ongoing to establish the full circumstances."



# Family could decide if oilman's killer is executed in Qatar

DALE HASLAM



INVESTIGATION The dead man was found on the Seaflex Buri of the Qatar coast.

The family of an oil worker found dead on an offshore platform in Qatar could get to decide if his killer lives or dies, it emerged yesterday.

A Scottish man - who is understood to be from the north-east - has been arrested in connection with the alleged killing and another man who has killed a colleague before attacking Glasgow man Chris Begley with a knife.

Describing how the case could now proceed, a Qatar lawyer told The Press and Journal that three judges will decide if the accused is guilty and recommend any sentence. Hanging for murder is common in Qatar - but the lawyer said the victim's family would play a part in deciding on the outcome.

The sentence would be to execute him but, if the family of the murdered person forgoes the one who did the act, the sentence would go down.

The lawyer, who specialises in criminal law in Qatar and acted on Monday, said the victim has to be named.

He added: "The judge has to ask the two families involved."

"If the family of the murdered tell the judge they have a settlement with the family of the victim, they have to come to Qatar."

"The judge will have a sentence. We have a sentence. We agreed to it. We agreed to it. We agreed to it. We agreed to it."

Colleague heard a commotion and raised the alarm. It was then that they discovered the body of the third man - who is from the north-west of England - in the cabin.

Explaining the legal process, the Qatar lawyer said: "After the person is arrested, the police have 48 hours before they must hand him over to the prosecutor who represents the state general."

"The prosecutor usually takes the case to the police station in Qatar for questioning while police

# Robbers jailed after young man stabbed to death at party

Two robbers who blinged an illegal gambling and then killed a young man at a party have been jailed for a total of almost 15 years.

Scott Hector, 20, was stabbed to death at a home in Marischal Court, Aberdeen, on April 2, 2021.

Sean O'Halloran, 20, admitted to the murder of Mr Hector and 15-year-old Connor Adams jaded with blades at the time.

Prosecutor David Dickson said: "Hector was stabbed to death in Marischal Court."

"If anyone is going to try anything with me - at least I have got this."

A speaking order was made after the moments after the murder.

"Mr Hector was described as being into the ladies where he got to the door."

"He was holding his knife and had Sean O'Halloran and Connor Adams with him."

"Adams said O'Halloran had said 'too far and too close' why did you do that, lad?"

The murderer claimed it was "Scott's fault" and that he should not have grabbed the knife.

O'Halloran claimed to not remember the incident and a cocktail of drink and drugs that day, including Aberdeen, were driving to the house.

O'Halloran disowning a previous hearing in Edinburgh was told how the pair did, including Aberdeen, were driving to the house.

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# QATAR MURDER PROBE



Co-worker attacked after platform cabin bloodbath

# Qatar attack survivor is back home as man held

BYRAN BUTHERFORD AND DALE HASLAM

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# Police probe deadly rampage on platform

Police are investigating a deadly rampage on an offshore platform in Qatar.

# Scottish oil worker 'is bludgeoned to death' on rig in Qatar

Fellow Scot 'who planned to flee on helicopter' is held

BYRAN BUTHERFORD AND DALE HASLAM



Survivor

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# Murder probe as worker dies in oil rig attack

Second man taken to hospital after horror incident off Qatar

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The plan includes a mix of new build and renovation projects.

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# Daily Record

SCOTLAND'S CHAMPION

## Palace war against Meghan

Pal claims Palace planted negative stories to protect other Royals



# OIL WORKER BLUDGEONED WITH OXYGEN TANK

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**“We are aware of numerous names circulating in relation to the incident in Qatar. One of those names is Dave Smith. While there is a person by the name of Dave Smith associated with the company, I can confirm he is not involved in this incident.”**

*(the name Dave Smith has been made up for the purposes of this example)*

**THE SCOTTISH Sun**  
SCOTLAND'S No.1 PAPER 80p

FRANCE 2 MOROCCO  
**IT'S MBAPPE v MESSI**  
AGES SET UP STELLAR WORLD CUP FINAL: SEE SUNSPORT

SHOWBIZ EXCLUSIVE  
**Why Kate dumped sis Lottie**

8 NEWS  
The Press and Journal  
Thursday, December 15, 2022

**Family could decide if oilman's killer is executed in Qatar**

Two robbers who bludgeoned and stabbed and then killed a young man in a Qatar hotel have been locked up for a total of almost 100 days.

Scott Hector, 20, was stabbed to death at a home in Mariscal Court, Aberdeen, on April 2, 2021.

Sean O'Halloran, 20, admitted to the murder of Mr Hector and 18-year-old Connor Adams, aged 19, on the lesser charge of culpable homicide.

Lord Armstrong imposed a life sentence on O'Halloran at the High Court in Glasgow and ordered him to serve a minimum of 17 years and eight months behind bars.

Adams was locked up for seven years and three months.

Both had no previous convictions before their victims' deaths.

Describing how the case could now proceed, a Qatari lawyer told The Press and Journal that three judges will decide if the accused is guilty and recommend any sentence. Hanging for murder is common in Qatar – but the lawyer said the victim's family would play a part in deciding on the outcome.

The sentence would be to execute him but, if the family of the murdered person forgives the one who did the act, the sentence would go down.

The lawyer, who specialises in criminal law in Qatar and acted in the case, said the judge has to take the two families into account.

"If the family of the murdered tell the judge they have a settlement with the family of the victim, they have to come to Qatar."

"The judge will have a sentence, we have a sentence, we agreed to it. We agreed to it for a long prison sentence rather than a conviction, but the victim's family forgives the killer, the sentence could be very quick."

He added: "The judge has to take the two families into account."

Colleagues heard a commission and raised the alarm. It was then that they discovered the body of the third man – who is from the northwest of England – in the cabin.

Police travelled from Doha to the oil platform to begin an investigation, he said.

Mr Begley was naturally taken to the Al Bayzan Police Station in Qatar for questioning while police

**OIL RIG SCOT BATTERED BY TORNADO**

**Co-worker attacked after platform cabin bloodbath**

THE PRESS AND JOURNAL  
Thursday, December 15, 2022

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SCOTLAND'S DAILY NEWSPAPER OF THE YEAR

**The Press and Journal**  
THURSDAY, DECEMBER 15, 2022

**A winter wonderland – but schools closed as more blizzards to hit**

See Pages 2 & 3

FRANCE IN WORLD CUP FINAL... PULLOUT INSIDE

THURSDAY, DECEMBER 15, 2022

**Daily Record**  
SCOTLAND'S CHAMPION

**Palace war against Meghan**

Pal claims Palace planted negative stories to protect other Royals

**BEALE**  
We'll need a couple of favours to beat Celtic

**CELT'S FACE JOSIP FIGHT**

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The Press and Journal  
Thursday, December 15, 2022

**Qatar attack survivor is back home as man held**

BY BRIAN RUTHERFORD AND DALE HASLAM

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The father, who is a former police officer, said he was relieved to see his son back in Scotland. He said his son was in good health and was being treated in hospital in Qatar. He said he was in contact with his son and was happy to hear that he was being treated in hospital in Qatar.

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5 NEWS  
The Press and Journal  
Thursday, December 15, 2022

**Man charged with sex assault in city centre**

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**Murder probe as worker dies in oil rig attack**

Second man taken to hospital after horror incident off Qatar

BY BRIAN RUTHERFORD

One person has been fatally wounded and another has been injured following a winter wonderland incident on an offshore installation off Qatar. The victim, who was a 20-year-old man, was killed in the attack. The other man, who was a 20-year-old man, was injured in the attack.

The man was taken to hospital after the attack. The man was taken to hospital after the attack. The man was taken to hospital after the attack.

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**MURDER PROBE**

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# Environment

- Clear
- Concise
- Compassionate
- Confident
- Credible



**The tendency of technical people can be to talk in technical language – our job is to be clear and concise, not confuse, so try to use simple, clear language wherever possible.**

**Known facts only. No speculation.**

# Asset

- Be honest
- Prepare
- Reassure
- Protect



**Proserv** 10 June 2020 · 🌐

Yesterday one of our Houston-based employees made insensitive and inappropriate comments through a social media channel. We want to make it clear that the comments in no way reflect Proserv's beliefs and values, and immediately upon learning of those comments, we ended the employment relationship with that person. Thank you to all who took the time to highlight this issue to us. We will be making no further comment at this time.

👍❤️ 17 1 comment 6 shares

👍 Like Comment Share

Most relevant

Write a comment...

**Charlet Foster**  
So basically Proserv violated said person's 1st amendment right of speech on their personal social media page, and terminated said person to appease those that cry because they're butt hurt.

1st Amendment:  
Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.

3 y Like Reply

**Jacari Pierre Davis** @JPierreDavis · 13h  
Guys, I was informed that our friend Lisa is now recently unemployed. #Violins 🎻

🗨️ 2 ❤️ 1 📤

**Jacari Pierre Davis** @JPierreDavis · 16h  
Here's Lisa's work number. Refer to previous tweets:

+1 (713) [REDACTED] - you may have to leave a message though.

🗨️ 2 ❤️ 4 📤

**Jacari Pierre Davis** @JPierreDavis · 16h  
Lisa's married to [REDACTED] and is related to [REDACTED]  
[REDACTED]  
Maybe they know how we can get in touch with her out in Porter, Texas on [REDACTED] Refer to last tweet. I live in Porter 🙄

🗨️ 3 ❤️ 5 📤



**WATCH: Family says final goodbye to George Floyd**

ABC13 Houston was live. 21 hours ago · 🌐

Despite the tragedy of his death, George Floyd's life was celebrated by friends and family in his hometown of Houston during his funeral <https://abc13.com/6238731/>

👍❤️👍 2.1K 1,065 shares 126K views

👍 Like Comment Share

Comments Up next

Real-time comments

Like · Reply · 20h

**Charles Sonnier** · 1:56:55 God gave me  
Like · Reply · 20h

Replying to **Chris Ashley Monee** · 1:56:56 Yes yes yes 🙌🙌🙌  
Like · See thread · 20h

**Mo'Nique Mayo** · 1:57:08 Yasssss 🙌🙌🙌  
Like · Reply · 20h

Top fan  
**Theresa Loreda** · 1:57:12 So much power in her voice. You can definitely feel the emotion. Bless everyone. God is good. We will all prevail.  
Like · Reply · 20h

**Renew My Credit** · 1:57:12 God is with us!  
Like · Reply · 20h

Top fan  
**Chenetra Martin** · 1:57:14 Beautiful song



# Reputation

- Do as you say
- Traitors of Faithfuls?
- Be cautious



SCOTLAND'S DAILY NEWSPAPER OF THE YEAR

# The Press & Journal

275 YEARS AS YOUR VOICE

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# Police probe over missing North Sea rig 'fall' worker

Investigation launched as man, 50, suspected to have plunged overboard into deadly waves below

**DENNY ANDONOVA**

POLICE are investigating after a missing offshore worker is feared to have plunged from a rig and into the deadly North Sea.

The probe comes after a major search mission 100 miles off the north-east coast failed to locate the 50-year-old, who is suspected to have fallen overboard from the Valaris 121 platform.

Aberdeen Coastguard teams worked desperately through the night to try to find the oil worker after the alarm was raised on Sunday night.

However, the search was stood down at 7am yesterday.

Now police will conduct a thorough investigation to "establish the full circumstances" of what happened.

A police spokesman said: "Around 9.20pm on Sunday officers received a report of a 50-year-old man missing from an oil rig in the North Sea.

"Police are liaising with partner agencies."

Valaris said the missing worker's family have been made aware of the incident and that support is being provided.

A spokesman for the company said: "Valaris regrets to confirm that an employee was reported missing from jack-up Valaris 121.

"The safety of all personnel is Valaris' top priority, and the company's emergency response procedures were activated immediately after the incident was reported.

"The missing employee's development, and the company is providing them with support."

The spokesman added that the 53 other staff on board Valaris 121 "have all been accounted for".

The Valaris 121 platform was built in 2013 and sails under the flag of Liberia.

Its length overall is 335ft with a width of 250ft.

Full story: Page 7



**Goodwin on brink after Dons' worst night ever**

**Diaboliical Reds are dumped out of Scottish Cup by Darvel. See Sport**



INQUIRY: Valaris was believed to be moving towards the shore as the incident occurred.

# Man who fell off rig into sea is feared lost

DENNY ANDONOVA

An offshore worker is feared lost at sea after it is suspected he fell overboard from an oil rig 100 miles off the north-east coast.

A search operation was launched for the missing man following reports he plunged off the Valaris 121 platform into the North Sea.

Aberdeen Coastguard teams worked overnight to locate the 50-year-old after the alarm was raised at 9pm on Sunday.

A rescue helicopter from Inverness, as well as two coastguard boats, were dispatched to assist. Other nearby vessels also joined the operation.

Crews searched the waters for the missing man until about 7am yesterday when the operation was stood down.

The platform is currently contracted out to Harbour Energy, the largest producer in the UK North Sea.

Rig owner Valaris said the man's family have been informed.

Website Marine Traffic, which tracks the movements of vessels, shows the rig was moving towards the shore at the time of the emergency.

A spokeswoman for Aberdeen Coastguard said: "We were called to assist police at about 9pm following reports of a man who had fallen overboard from an offshore installation.

"We had a helicopter from Inverness and an aircraft, as well as two coastguard vessels, dispatched. The search was terminated at about 7am and the incident was passed onto police."

Police are now carrying out inquiries to establish the full circumstances of the incident.

Valaris has set up a dedicated phoneline for other concerned relatives - 01224 548 527 - but confirmed all the remaining 53 employees have been accounted for.

A spokesman for the company said: "Valaris regrets to confirm that yesterday, at approximately

7pm, an employee was reported missing from jack-up Valaris 121.

"The safety of all personnel is Valaris' top priority, and the company's emergency response procedures were activated immediately after the incident was reported.

"Searches from the air and sea involving aircraft from HM Maritime and Coastguard Agency, as well as vessels in the area, were conducted through the night. The operation was stood down around 7am today.

"The missing employee's family has been informed of the development and the company is providing them with support. The remaining 53 personnel on board have all been accounted for."

A police spokeswoman said: "Around 9.20pm on Sunday January 22 officers received a report of a 50-year-old man missing from an oil rig in the North Sea. Police are liaising with partner agencies to establish the full circumstances."

# Heroin user's stash found after his partner told police to break in door

An Elgin man's stash of class-A drugs was discovered after his girlfriend gave police permission to break down the door of her home.

Scott Adams was inside his partner's house in Rothies when she arrived home to find the doors locked and police outside on an unrelated matter.

When they forced entry at 9.30am on December 1 2021 Adams was found with two bags of heroin.

Fiscal deputy Shamiela Ghafar said Adams had been staying with his partner at the time.

"The woman attended at her home and she was unable to get inside," she said. "At this time police were there for another matter."

"She told police she couldn't get into her own house and gave officers permission for entry to be forced."

Once inside, Adams was



Scott Adams, right, appeared at Elgin Sheriff Court.

found lying on the sofa and officers conducted a drug search.

As officers searched the flat, Adams' mobile phone began ringing and he threw it across the room.

Then as they tried to handcuff him he "flailed" his arms and legs in an attempt to resist arrest.

The search uncovered two bags of brown powder containing a total of 7.9g of heroin with a street value of £260.

Adams appeared in the dock and admitted possession of a class-A drug and obstructing officers during a drug search.

His defence agent, Stephen Carty, said the raid has "served as a catalyst" for his client, who was now seeking help from Moray Drug and Alcohol services.

Sheriff Olga Paspornikov handed Adams, of Muirfield Road, Elgin, a 12-month supervision order and 135 hours of unpaid work.

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# The end

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