

## About Florian Silnicki

Florian Silnicki does not tell customers what they want to hear. He tells them what they need to know.

An expert in crisis communication, Florian Silnicki founded the LaFrenchCom agency, though he began his professional career as a parliamentary assistant to Franck Riester, who became Minister. He then became an adviser to the UMP (now Les Républicains), the political party of the presidential majority of the five-year term of Nicolas Sarkozy, sixth president of the Fifth Republic. Florian was then appointed head of the crisis department of a communication agency based in Paris, in which he advised many companies on the protection of their interests in the face of major image and reputational risks.

Florian now devotes his activity to media and digital advice for public decision-makers and entrepreneurs when they have to go through crises. He operates both in France and abroad, particularly in Europe, Switzerland, Monaco, Luxembourg, the United Kingdom and on the African continent.

In recent years, Florian has taken part in the most publicised trials as well as in the biggest competitive confrontations. He advises many public figures, entrepreneurs, artists and athletes in the defence of their image in the media and on the internet.

Florian is considered one of the best crisis communication professionals in France, his dual knowledge of the world of media and economic circles giving him unique expertise. He regularly appears in the media as an expert. He transmits his experience and know-how in the context of training courses intended for professionals and to university students (specialised masters 2), Grandes Ecoles and communication schools.

Florian regularly speaks before Executive Boards, Boards of Directors, Executive Committees and General Meetings in order to raise their awareness of new media and digital risks. He also oversees all files entrusted to LaFrenchCom.



**RISK MANAGEMENT &  
CRISIS MANAGEMENT**  
ADVISORY FIRM  
OF THE YEAR

# Florian Silnicki

Founder of **LaFrenchCom Agency**

## Firm Profile

Founded in 2010 by Florian Silnicki, LaFrenchCom is a French independent crisis communications consultancy. The firm's client portfolio includes leading global, public and private organisations. LaFrenchCom supports its clients in getting through crises of image and reputation in France.

LaFrenchCom offers a full range of services for head offices of large groups in managing sensitive communications and is placed among the leading crisis management consultancies in France. The services of LaFrenchCom are structured around three main activities: crisis communications, crisis management litigation PR and communications under judicial restrictions.

With 28 consultants and a global network of clients and partners, LaFrenchCom offers its clients specific and recognised expertise in Paris. The crisis communications agency has been designated for several years, including in 2022, as being among the best in France in the ranking of the Leaders League.

LaFrenchCom is a global crisis PR leader and public relations firm that specialises in crisis communications

services and traditional public relations, with an emphasis on reputation repair. Their experienced team of PR professionals will work with you to create a crisis strategy so you are prepared to handle any scenario that may arise. They are one of the top French crisis PR firms and can assess your needs quickly and tailor a plan that is specifically designed for your organisation's unique needs.

LaFrenchCom's crisis PR firm is different from others because they have decades of experience specifically in crisis communications. Their crisis management public relations firm works hard to provide the right kind of assistance at the right time so they can make sure you are prepared when a disaster strikes. This top ranked crisis management agency offers a wide range of PR services that include media relations, crisis management consulting, crisis PR training, reputation repair and on-camera interview training.

LaFrenchCom is recognised as a leader in crisis communications and strategies and can help make sure you are prepared so that nothing ever mars your organisation's reputation or online credibility.

## Contact

**FLORIAN SILNICKI**  
Président, LaFrenchCom  
128 rue la boétie, 75008 Paris, France

florian@lafrenchcom.fr  
[www.lafrenchcom.fr](http://www.lafrenchcom.fr)

**lafrenchcom**