



# WSG 2015 North America Regional Meeting

*Friday, March 13*

PARK CITY, UTAH



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PINEGAR

#WSGevents2015

# WSG Updates

## CONTRIBUTORS:

Robert Falvey, Chairman, *WSG Board of Directors*

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## World Services Group

# WSG By the Numbers

- Members across the North American region includes 3 countries, 25 jurisdictions, 191 offices and 5,702 professionals.
- Majority of Firms are Top Tier\*:
  - Top 1 or 2: 85%
  - Top 3 or 4: 15%
  - Jurisdictions Not Ranked: 27%

\*As established by recognized ranking entities such as Chambers and Partners, IFLR Legal 500 and others.



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## From Good to Great

- Strategic Plan
  - Survey, Committee, Plan Adopted
- Focus 3 multidisciplinary sectors
  - Law, Investment Banking, Accounting
- Formation of board committees and task forces
- Implementation of member reviews

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## Direct to the Client

- Page 1 is key to your reputation; 75% of viewers never scroll past the front page – be there!
- The web and content; own your reputation:
  - Over 74% of in-house counsel mentioned attorney-authored articles and presentations as somewhat or very important in selecting outside firms for hire
  - Over 69% of in-house counsel listed attorney-authored blogs as somewhat or very important in selecting outside firms for hire
  - Only 25% of firms surveyed have a *content strategy*, but almost half plan to create one this year

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## WSG: Foundation of Technology

- Today content is the single most effective element to improving an organization's search engine results, web traffic and brand awareness
- WSG helps connect the dots:
  - Depth, breadth and quality of network members
  - Ranking authorities
  - WSG website with 500,000+ pages indexed by search engines
  - WSG content marketing opportunities to boost firm efforts
  - Firm website, social media

# Content Marketing

### Content marketing

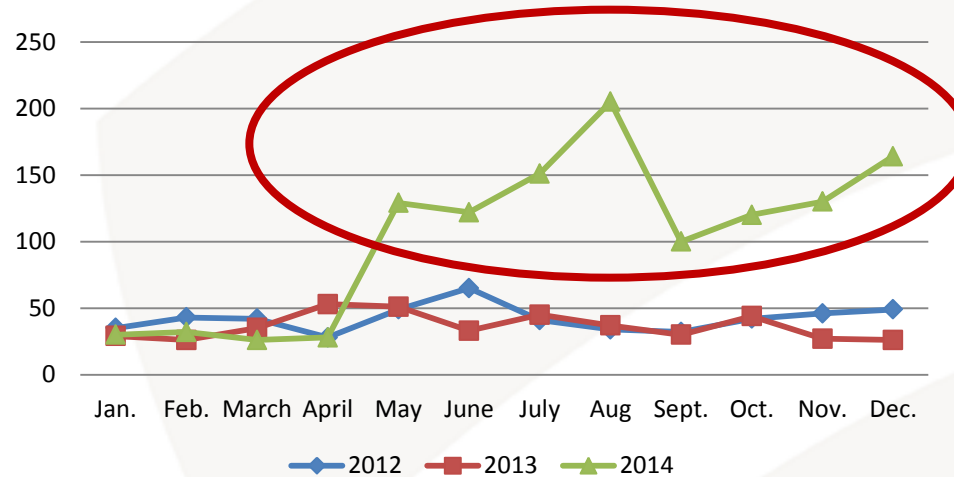
- Submission of articles and press to the WSG site
- Features in WSG publications (Network Wire, Viewpoints Bulletin)
- Activity on firm social media accounts (LinkedIn, Twitter/Twitter feeds)
- Regular blogs (blog rolls, practice group blogs, featured guest spots)
- Participation and attendance at network groups
- Attendance at network events
- Presentation opportunities (Subject matter expert database, speaker's bureau, meetings and events)



# World Services Group Snapshot



### Publication Views 2012-2014

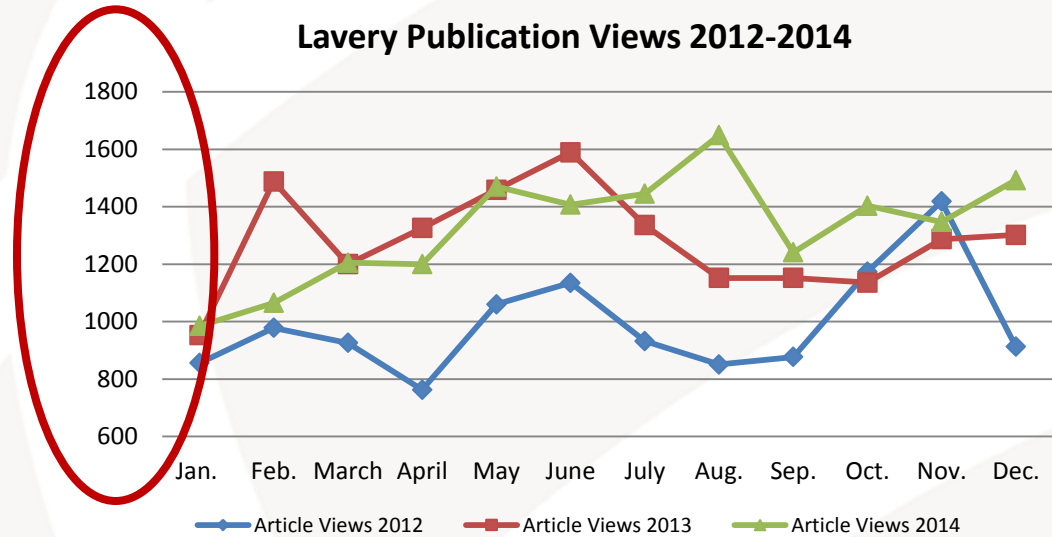


**Publishing publications  
has a positive and great effect in views.**  
*Published 14 publications in 2014 and featured  
once in the 2014 Viewpoints Bulletin*



# World Services Group Snapshot

**lavery**  
Lawyers



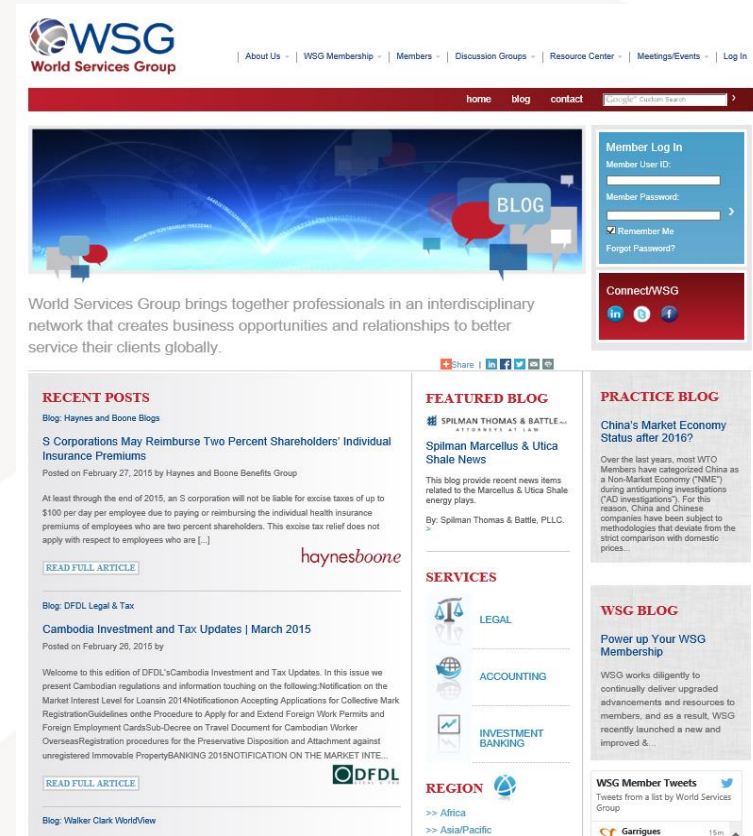
**Active submission of publications results in high overall views**  
*Actively submits publications (an average of 50/year) and is regularly featured in WSG's Viewpoints Bulletin*

# World Services Group

## WSG Blogs

WSG blogs can serve as a home base for valuable content and help build brand awareness, educate audiences on expertise, spread firm news and engage with audiences

- Firm blog rolls
- Practice Group blogs
- Featured blogs



The screenshot displays the WSG website's blog page. At the top, the WSG logo and navigation menu are visible. The main content area features a large banner with the word 'BLOG' and a description: 'World Services Group brings together professionals in an interdisciplinary network that creates business opportunities and relationships to better service their clients globally.' Below this, there are several sections: 'RECENT POSTS' with a link to 'S Corporations May Reimburse Two Percent Shareholders' Individual Insurance Premiums', 'FEATURED BLOG' by Spilman Thomas & Battle, LLP, titled 'China's Market Economy Status after 2016?', 'SERVICES' including LEGAL, ACCOUNTING, and INVESTMENT BANKING, and 'REGION' with links for Africa and Asia/Pacific. A 'PRACTICE BLOG' section also highlights the featured article. The page includes social media sharing options and a 'Member Log In' form.

# World Services Group

## My WSG

All WSG members have an account

- Enhance your professional identity online and build relationships with members and groups
- Receive and share news and insights on topics that are the most important to you and your firm.

The screenshot displays the 'My WSG' member dashboard for the World Services Group. At the top, the WSG logo and navigation links (About Us, WSG Membership, Members, Discussion Groups, Resource Center, Meetings/Events, Log Off) are visible. A red navigation bar contains links for 'home', 'blog', and 'contact', along with a search bar. The main content area is divided into several sections:

- My WSG Professional:** A central section with a profile icon and links for 'View My Profile', 'Modify My Profile', 'Change User ID & Password', 'My Preferences', and 'My Contacts'. To the right, there are links for 'Firm Press' and 'Firm Articles'.
- Member Log In:** A blue box with 'Member Log In' and 'My WSG | Log Off' links.
- Member Search:** A red box containing a 'Keyword Search' field, a 'Firm or Company' dropdown menu, a 'Jurisdiction Representation' dropdown menu, radio buttons for 'Firm' and 'Professional', a 'SUBMIT' button, and an 'Advanced Search' link.
- Social Media Webinars:** A red box with the text 'Join the Conversation webinars help firms leverage innovative approaches to reaching audiences and building brand awareness.' and a 'View Webinars' link.
- My WSG Navigation:** A list of links: 'MY PRACTICE CATEGORIES', 'MY PRIVATE GROUPS', 'ALL PRACTICE GROUPS', 'ALL INDUSTRY GROUPS', and 'ALL ASSOCIATION GROUPS'.
- Footer Navigation:** A blue bar with four expandable sections: 'REFERRALS & COLLABORATIONS', 'EVENTS', 'WSG BLOG', and 'ARTICLES', each with a plus sign.

## World Services Group

# WSG Knowledge Center

- Provides a wide variety of tools and information in one place to help members better leverage the network:
  - PPT presentations and infographics to demonstrate the impact of the network and provide a boost to your next RFP
  - Practical tips and links to help expand the reach of firm news
  - Replays of Join the Conversation webinars on social media, search engine optimization and content marketing

The screenshot displays the WSG Knowledge Center website. At the top, the WSG logo (World Services Group) is visible alongside navigation links: About Us, WSG Membership, Members, Discussion Groups, Resource Center, Meetings/Events, and Log Off. A search bar is located in the top right corner. Below the navigation bar, the page title "WSG Knowledge Center" is shown with a "BACK" link. The main content area features a large image of a person in a suit surrounded by gears, with the text: "World Services Group is committed to providing its members with the expertise and resources to adapt to a constantly changing business environment. The information and materials provided here have been designed to help firms best leverage their network affiliation across business development opportunities and presentations, and communication channels such as websites, ranking authority listings, social media, marketing materials and press." Below this, there are six icons representing different content categories: WSG Marketing Material, WSG Webinars, WSG Objectives, WSG Marketing Guide, and WSG Brand & Guidelines. On the right side, there is a "Member Log In" section for Jessica Ferdinand, a "Connect WSG" section with social media icons, a "PRACTICE BLOG" section with a post titled "Recognition of trusts in civil law jurisdictions. Remarks to case of Olsen v. Norway", and a "WSG BLOG" section with a post titled "Power up Your WSG Membership". At the bottom, there is a footer with links for HOME, SITE MAP, and CLANCE, along with a copyright notice for World Services Group, 2015, and a disclaimer stating that WSG's members are independent firms and are not affiliated in the joint practice of professional services.

# Next Steps: Develop a Plan for Increased Engagement

- Develop a process and plan within your firm to identify opportunities across professionals and align with business objectives
- Schedule consultation with WSG Marketing to leverage your membership:
  - Increase engagement across firm professionals
  - Implement automated feeds and updates (profiles, content, social media, articles and news)
  - Focus participation in practice industries
  - Identify channels to deliver and promote content
  - Web Marketing Audit
  - Website modifications/design
  - Analytics (Google, WSG, etc)



## WSG Tools & Resources

If you have additional questions or would like to schedule a one-on-one call with a WSG Marketing Team Member, please contact us at [marketing@worldservicesgroup.com](mailto:marketing@worldservicesgroup.com) or 713.650.0333

# World Services Group

## North America



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## North America

- Regional Committee Activities
  - Yearly Meeting
    - Regional Firms: 25
    - Meeting Representation: 20 (8)
    - 2016 Meeting
  - Continued Recruiting
  - Develop New Activity
    - Regional Case Study: What does the New Client look like and how do we service them?
      - Main Coordinator working with Chair and WSG
      - Representation 1 per firm
      - Report presented at annual meeting in NYC
  - Practice Groups



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