
Harnessing the Power of Public Relations to Build Relationships, Brands and Business

**WSG Europe Meeting
Interactive Workshop
3 May 2023**



GINA RUBEL
CEO & General Counsel



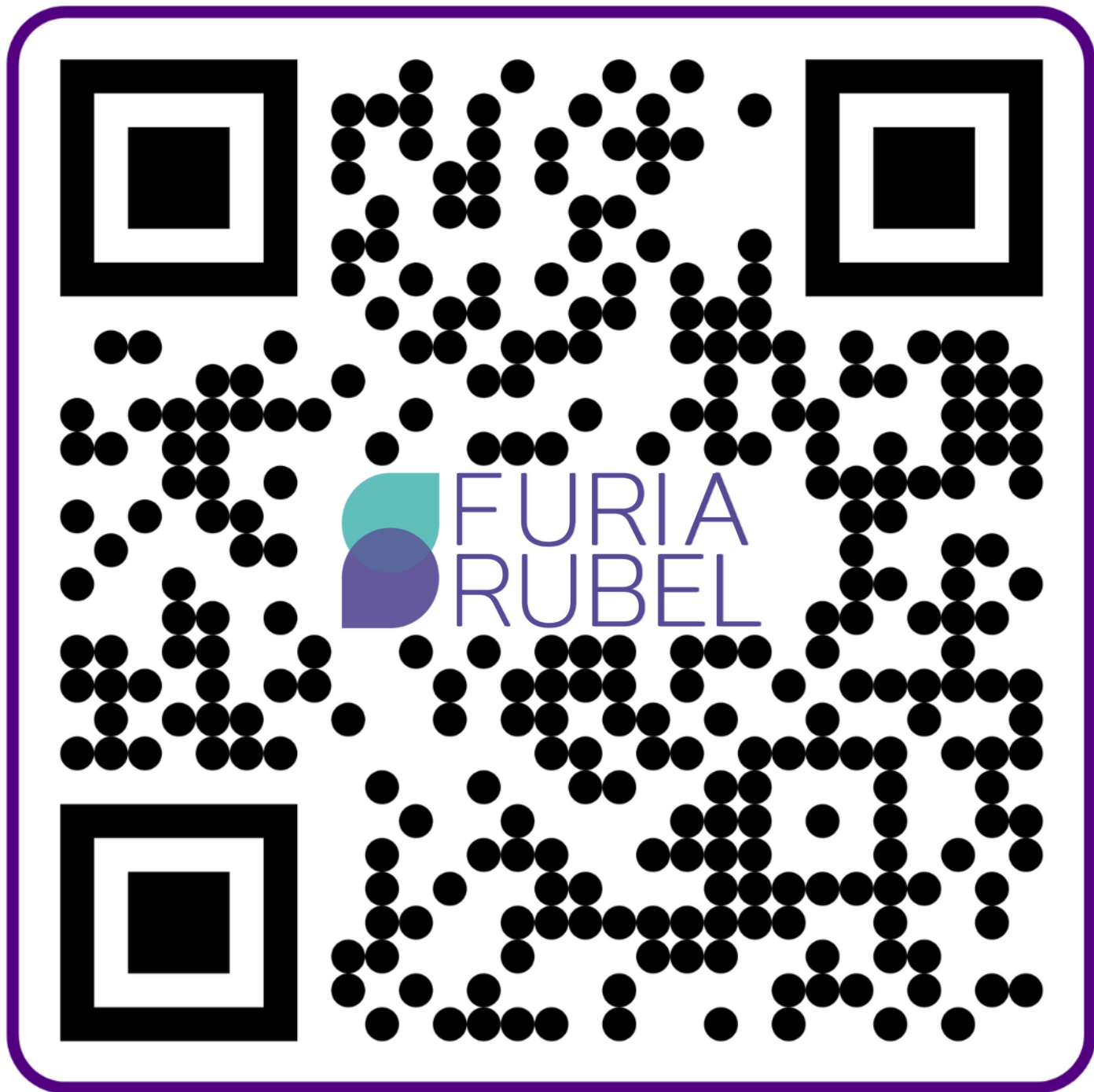
JENNIFER SIMPSON CARR
Vice President, Strategic Development



FRANCOIS LASSALLE
International Affiliate (France)



ŁUKASZ WALEWSKI
International Affiliate (Poland)



1. Public Relations for Lawyers

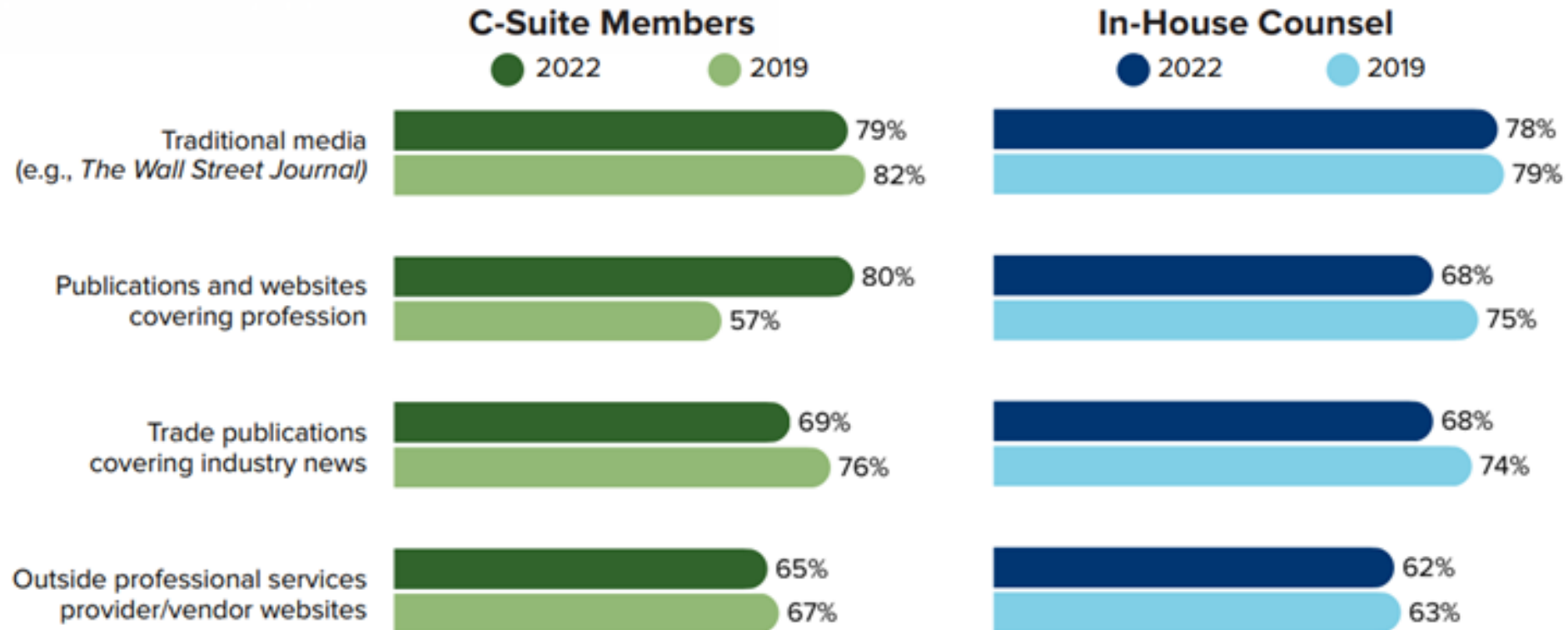


The difference between advertising and public relations

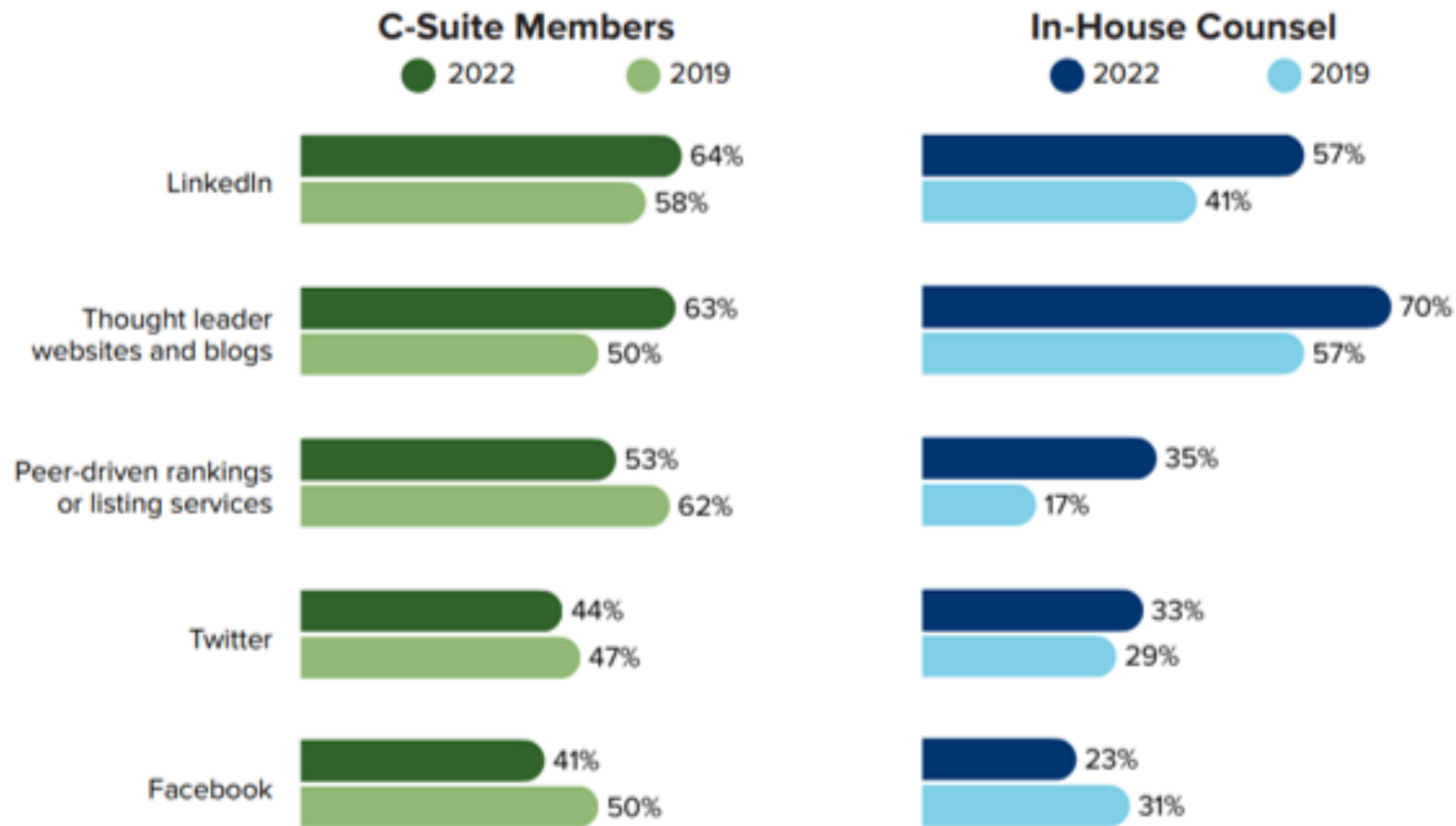
- **Advertising:** Advertising is any communication, usually paid-for, specifically intended to inform and/or influence one or more people. (Advertising Association of the UK)
- **Public relations:** A decision-making management practice tasked with building relationships and interests between organisations and their publics based on the delivery of information through trusted and ethical communication methods. (International Public Relations Association “IPRA”)

ADVERTISING	PUBLIC RELATIONS
Inspires the recipient of the message to respond to a call to action	Inspires the recipient of the message to read more, learn more
Immediate goal: Generate leads	Immediate goal: Generate awareness
Implicit goal: Profit	Implicit goal: Positive perceptions and awareness to support the business goals (profit)
Full control: Messages, mediums, timing, and locations of information are controlled	Limited control: Messages, mediums, timing, and locations of information are often controlled by others
Measure of success: Value of new business generated as a result of the leads converted via marketing/advertising minus the costs	Measures of success: Increased awareness, exposure, and trust; Share a voice (over competition); crisis containment, reputation, and message management; differentiation; thought leadership, authority, and influence; And client advocacy (trial publicity)

How valuable are the following sources of content for business, industry and/or legal news?



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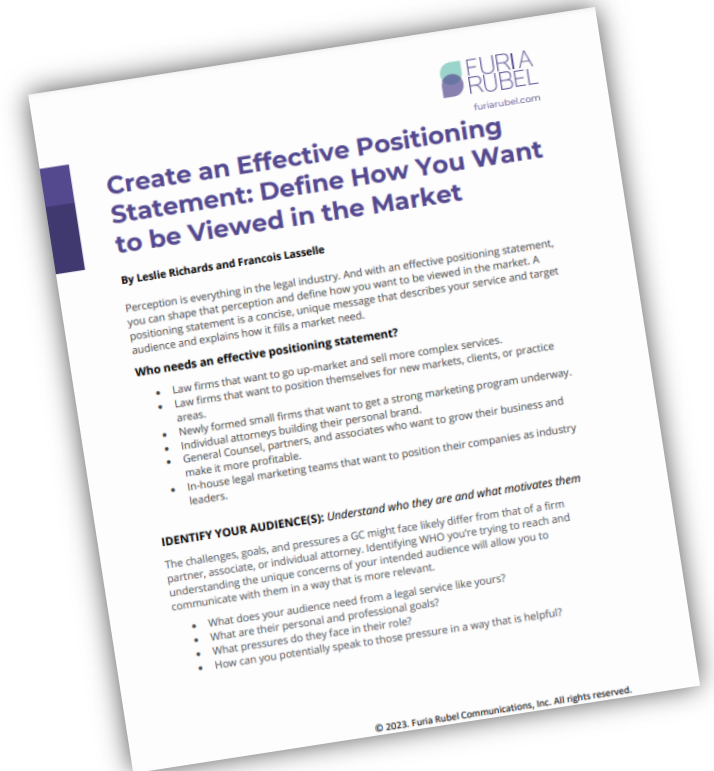
Source: 2022 State of Digital and Content Marketing

Creating a Public Relations Plan



Worksheet exercise

- Identify **objectives / outcomes**
- Identify **target audience** for PR and marketing
- Identify **key messages** that support client and talent retention and acquisition
- Discussion on **tactics** - what works and what doesn't



Digital handout: Create an Effective Positioning Statement



Breakout Discussions – Content/PR Topics

A. Identify a topic title that would add value to your firm if published.

Group 1: Cybersecurity & Data Privacy – Lukasz

Group 2: Diversity, Equity & Inclusion (DE&I) – Gina

Group 3: Environmental, Social & Governance (ESG) – Francois

Group 4: Practice & Sector Specific Updates – Jennifer

2.

Maximizing Relationships with the Media



Tips for maximizing a lawyer's relationship with the media

1. Maintain your online presence (everywhere) – omnichannel
2. Create a general media list and update it regularly
3. Do your homework
4. Tell reporters **why** it matters
5. Use data (evidence)
6. Find the opportunities
7. Make your pitch stand out
8. Follow relevant journalists on social media
9. Leverage syndication platforms

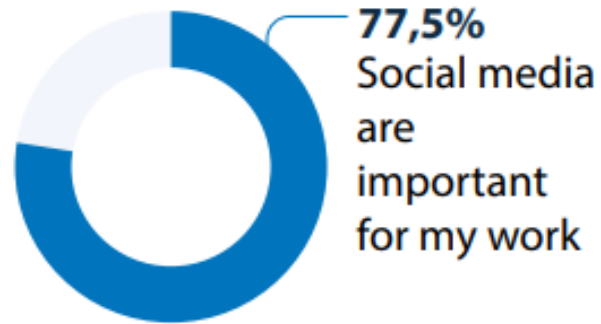
Tips for garnering media attention on social media

1. Share personal thought leadership regularly
2. Share curated content with professional comments
3. Tag colleagues and organizations
4. Tag outlets and journalists in social media posts or comments
5. Comment on journalists' posts (relevant, thoughtful and engaging)

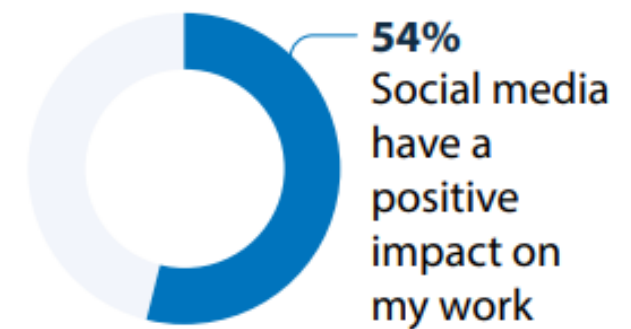
The Impact of Social Media



*How important are social media for reporting or producing your stories?**



*Overall, how would you rate the impact of social media on your work as a journalist?**



* The response options ranged from 1 - not at all important, to 7 - extremely important. The graphics present answers of 5 and above.



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The development of new governance concepts to address the pitfalls and ethical repercussions of Generative AI must involve the evaluation of important questions across various functions of the law firm.

Read Generative AI for Legal Marketing: Today's Pros and Pitfalls 

<https://lnkd.in/eFMMBqkW>

Written by [Gina Furia Rubel](#) of [Furia Rubel Communications](#)

#AI #technology #lawfirmmarketing #legalmarketing #contentmarketing
#mondaq

Generative AI for Legal Marketing: Today's Pros and Pitfalls

Generative AI for Legal Marketing: Today's Pros and Pitfalls

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6

▲ 2,262
Impressions

The international language of journalists: How to decide on terms

1. Embargo
2. Exclusive
3. On the record
4. Off the record
5. On background



Digital handout: The International Language of Journalists



Breakout Discussions – Content/PR Topics

- A. Identify a topic title that would add value to your firm if published.
- B. Identify relevant publications to which you would pitch this topic and explain why you chose them.**

Group 1: Cybersecurity & Data Privacy – Lukasz

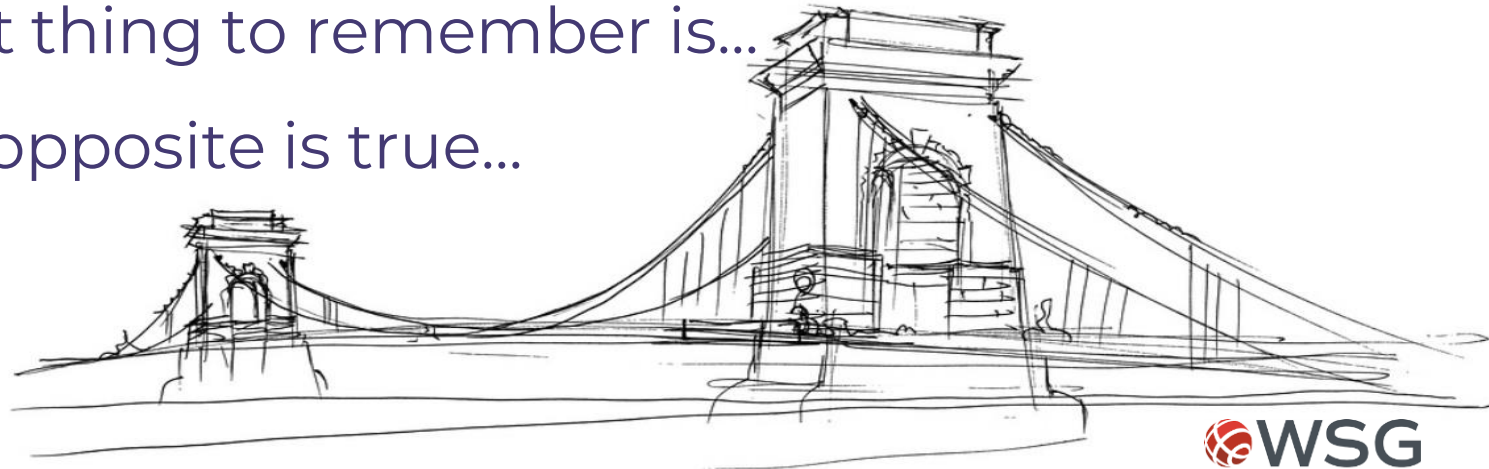
Group 2: Diversity, Equity & Inclusion (DE&I) – Gina

Group 3: Environmental, Social & Governance (ESG) – Francois

Group 4: Practice & Sector Specific Updates – Jennifer

Flags and bridges

1. The key point is...
2. Let's look at it from a broader perspective...
3. The real issue is...
4. Let's not lose sight of the underlying problem...
5. There is another issue playing into this...
6. The most important thing to remember is...
7. I disagree. Just the opposite is true...



3.

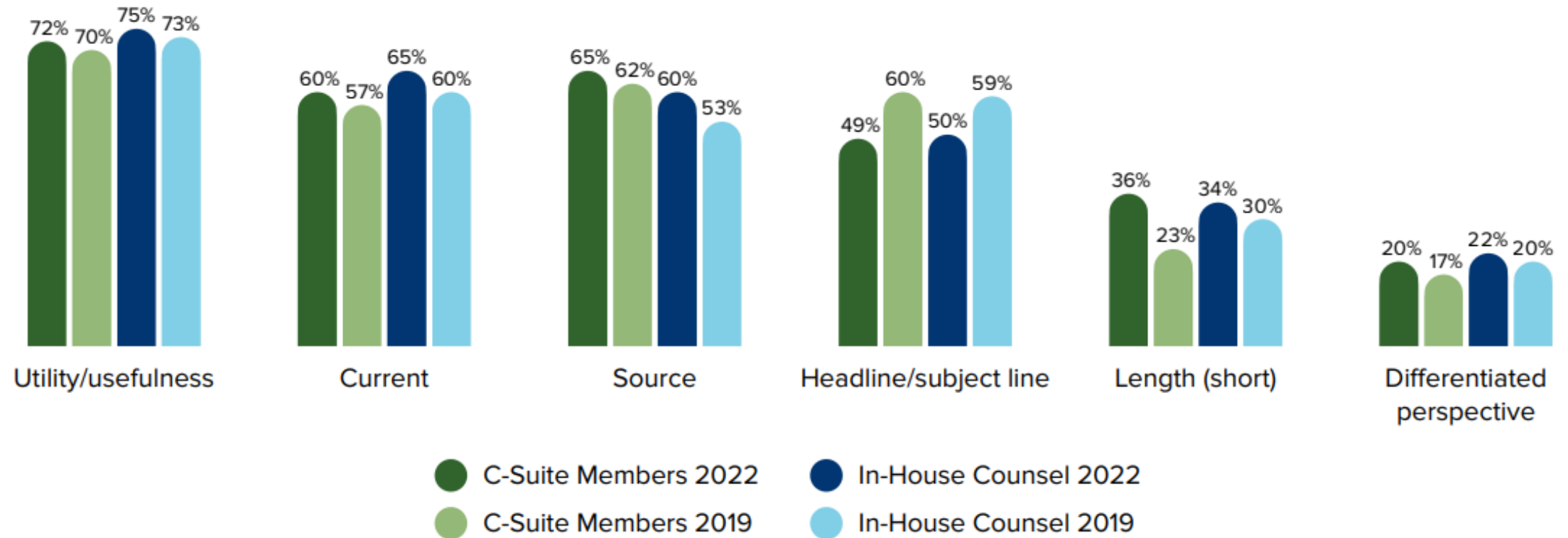
Thought Leadership



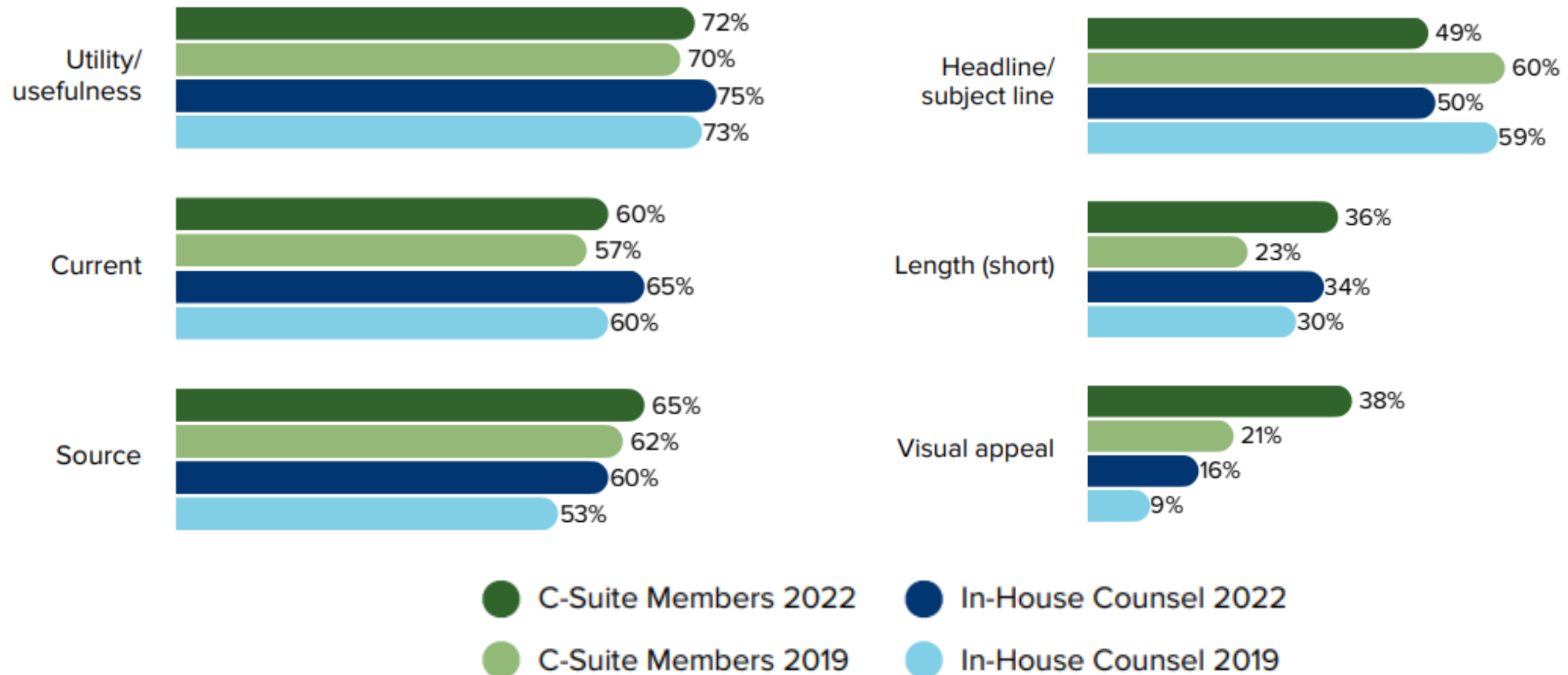
The Big Picture

The creation and sharing of strategic, audience-focused materials, both **EVERGREEN** and **TIMELY**, that support your business development strategy.

What attracts you to the content you consume most frequently?

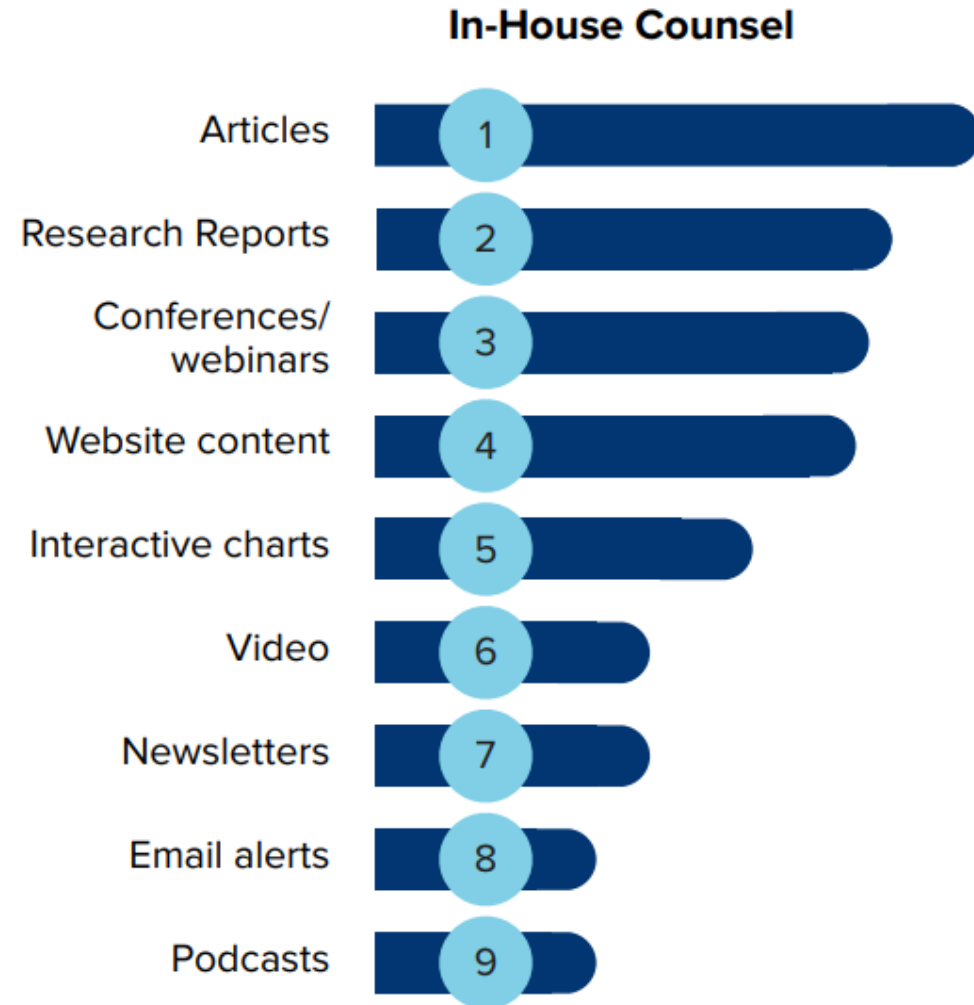


Indicate the importance of the following in helping you to research outside firms for hire?



Source: 2022 State of Digital and Content Marketing

Indicate your preference for the following types of content.



Source: 2022 State of Digital and Content Marketing

How to identify topics

- Firm & practice group strategic plans
- Client FAQs
- Personal experience
- LinkedIn trends
- Syndication platform trends
- Market surveys
- News stories
- Court decisions
- Keyword research: SEMrush
- Industry publications
- Conference Q&As
- Most read content on your website (analytics)
- Webinars
- Podcasts
- Industry statistics
- AI content creation tools



Search



Home



My Network



Jobs



Messaging



Notifications



Me



For Business



Advertise

PREMIUM



Jennifer Simpson Carr

Driving Strategic Development & Growth for Law Firms | 3x Lawdragon Global 100 Leader in Legal Strategy | Producer of 🏆-winning On Record PR Podcast

Analytics & tools

363 post impressions

See your Premium features

My items

My pages (3)



Furia Rubel Communic...

Page notifications

11



ACC New Jersey (Assoc...

Page notifications

54



Willig, Williams & Davi...

Page notifications

22

Recent



Chief Marketing Officer (CMO)...



2022 Northeast Regional Conf...



ALM Young Professionals Net...



GC Disputes Summit New York



Start a post



Photo



Video



Job



Write article

Sort by: Top

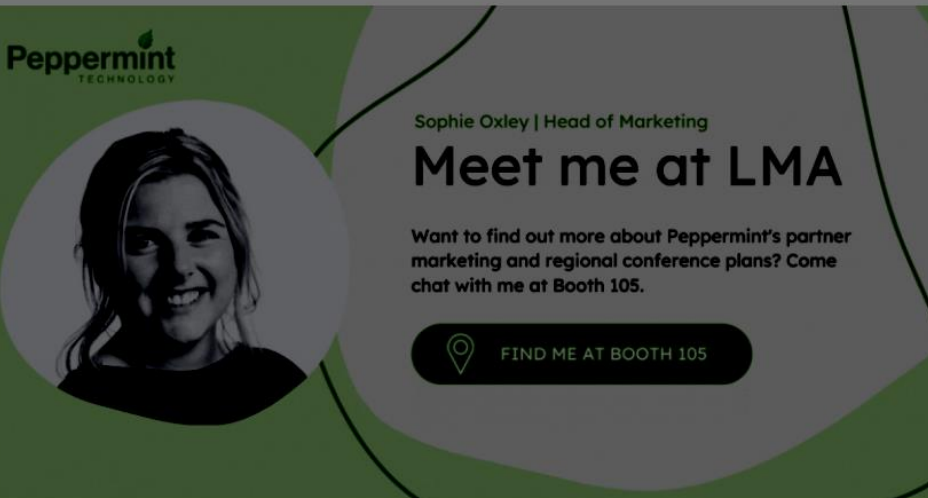


Sophie Oxley • 1st

Head of Marketing at Peppermint Technology

2h •

Guess who's coming to #LMA23! I'll be touching down on Saturday night and would love to book some time with the LMA Regions to talk about sponsorship plans for the year ahead. Please do reach out via DM if you would like to schedule ...see more



Koral Hull and 12 others

2 comments



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Messaging

1



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Skadden

Investment Management Update - April 2023

Skadden, Arps, Slate, Meagher & Flom LLP on 4/14/2023

SEC Rules and Amendments - Liquidity Rule Amendments: Interval Funds to the Rescue? On November 2, 2022, the Securities and Exchange Commission (SEC) voted to propose significant amendments

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European Union

The EU Regulation On Digital Operational Resilience For The Financial Sector Poses New Obligations For Boards Of Financial Entities
Castren & Snellman Attorneys

The Digital Operational Resilience Act DORA governing both digital operational resilience and the use of information and communication technology (ICT) in the financial sector entered into force in the European Union in January.

Nicola Sharp Of Financial Crime Specialists Rahman Ravelli Considers The New EU Legislation Aiming To Prevent Cryptocurrency From Being Used To Launder Money
Rahman Ravelli Solicitors

The European Parliament has approved a new regulation to stop crypto from being used as a vehicle to launder money.

Finland

Dedication To Our Clients' Success Acknowledged As C&S Appoints Five New Counsels
Castren & Snellman Attorneys

Our business is to enable our clients' success and ensure their legal protection. To acknowledge their versatile expertise and dedicated work towards our clients' success, we promote Teemu...

Product Liability Rules Under Reform In The EU

Castren & Snellman Attorneys

The EU's relatively old Product Liability Directive (85/374/EEC), adopted already in 1985, has been under

Ireland

The Market Abuse Regulation – Recent Updates

Matheson

In this article we provide some recent updates from Ireland and the UK on the topic of the Market Abuse Regulation ("MAR").

Jersey

Senior Management Functions: Are You Now Within Scope Of The Civil Financial Penalties Regime?
Ogier

The Notice issued by the Jersey Financial Services Commission (JFSC) on senior management functions came into effect on 13 March 2023...

Luxembourg

Index Increase From 1 April 2023

Arendt & Medernach

With effect from 1 April 2023, the index applicable to employee wages increases from 898.93 to 921.40.

Switzerland

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Monfrini Bitton Klein

La présente Newsletter de Monfrini Bitton Klein vise à offrir, de manière hebdomadaire, un tour d'horizon de la jurisprudence rendue par le Tribunal fédéral dans les principaux domaines d'activité de l'Etude, soit le droit pénal économique et le recouvrement d'actifs (asset recovery).

Turkey

Doubling Maximum Sentences For Tax Fraud

Nazali

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On which topics and issues would you like to see more content from law firms?

	C-Suite Members	In-House Counsel
Cybersecurity and data privacy	62%	60%
Diversity, equity and inclusion (DEI)	60%	64%
Environmental, social and governance (ESG)	56%	58%
Practice-specific updates	54%	66%
Sector-specific updates	46%	50%
Racial and social justice	20%	18%

Breakout Discussions – Content/PR Topics

- A. Identify a topic title that would add value to your firm if published.
- B. Identify relevant publications to which you would pitch this topic and explain why you chose them.
- C. Craft a two sentence pitch on the topic to get a reporter's attention.**

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C.O.P.E.S.

CREATE ONCE, PUBLISH
ENTHUSIASTICALLY & STRATEGICALLY



EVENTS

Celebrations,
Community Events,
Conferences,
Holiday, Seminars,
Volunteer Work



MILESTONES

Anniversaries,
Awards, Board
Appointments
& Elections,
New Staff /
Consultants



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MEDIA

Increase
RETENTION

Reinforce
CREDIBILITY

Establish
THOUGHT LEADERSHIP

Accelerate
LEAD GENERATION

Thank You

