

PROFESSIONAL SERVICES

Client:
Roythornes Solicitors

Campaign:
Multi-pronged business to business media relations

Brief:
Devise and implement a PR campaign, concentrating on media relations and seminar events to secure a deeper level of awareness and reputation for existing products/services with two key target groups - business sectors and agricultural markets.

Solution:
The media relations activity schedule was designed to establish a strong presence in relevant media, using a regular flow of stories - a mix of services, contracts and human interest. For the business to business market, the media was print, online and broadcasting news and business media in the East Midlands and East of England. For the farming sector, we targeted farming and agricultural media and other specific sectors as appropriate. Throughout, relevant stories were circulated to legal media, to enhance the firm’s reputation as a proactive forward-thinking firm, both to influence their peers and also to aid future recruitment by reaching potential employees.

We also looked for opportunities to make industry comment and to position Roythornes as knowledgeable spokesmen in the field, e.g. through press releases and by writing and placing feature articles on particular industry themes.

Case history style feature articles were a key component of the media relations activity and played a major role in significantly raising the client’s profile in key target markets – an example is a two page feature which we placed and wrote for Property People magazine on community housing trusts.

Literature and Web site:

The flow of news and information to customers was also conducted through **regular newsletters** and the **web site**, ensuring that all material we generated was used as widely as possible.

Events:

We guided **event management** with the internal team for the development and delivery of special events, providing potential for awareness-raising and ongoing corporate reputation building, often through co-sponsoring with other relevant partners in the appropriate sector and/or in allied fields such as professional bodies and public initiatives – for example a session on non executive directorships.

Smaller events like seminars and lectures provided valuable routes to reach audiences and stimulate other promotional activities such as news stories. Such sessions were designed to help promote the perception of Roythornes as an influential, credible player with a valued opinion.

Results:

- o Extensive coverage achieved across full range of media - print, online, broadcasting news and business media in the East Midlands and East of England.
- o Extensive coverage achieved across farming and agricultural media
- o 100% key messages on target



A Terry Hope (left) is welcomed into his new role of Roythornes' chief executive by senior partner Paul Dalmore.

Terry is law firm's new chief executive
THE SPILLING BREW of a late 19th Blue (John) has revealed a new lawyer to one of the highest... Terry Hope (left) has taken on the new role of chief executive of Roythornes after being... at the 19th Blue building.



LIFE'S NO BEACH FOR LAWYER GRAHAM

Leading solicitors lawyer Graham Smith has swapped Spalding for the Caribbean... For Graham - a partner with solicitors Roythornes & Co. - is working on a project for the Government of the Caribbean Islands of St Vincent and the Grenadines... But there is no beach for Graham, as he's undertaking the legislative review of the Government's property caring and tax system, alongside... Graham, who specialises in property law, is heading up an assessment of the existing legal system for property taxation and recommending... Graham, who was recently described as a 'York of woodwork' by the definitive Chambers Guide to the UK... "While it may sound like a happy ideal to spend the day job out in these islands, it is hard work," said Graham. "We spend all our working hours discussing the issues with the other members of the team." The firm, with offices in Spalding and Hong Kong, currently employ 100 people across the two sites and is on line to expand its headcount over the coming months by some 10% - primarily in company and

