

Legal Sector Breakfast Briefing

Newcastle

23 March 2022



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Legal Sector Breakfast Briefing

Welcome & Introduction

Andy Poole, Legal Sector Partner
Armstrong Watson

Legal Sector Breakfast Briefing

- 10:00 - Welcome
- 10:05 - Briefing
- 11:00 - Q & A
- 11:30 - Close

Introductions



VICTORIA MOFFATT

Founder and managing director
LexRex Communications Ltd



What is PR?

“Public Relations is about reputation - the result of what you do, what you say and what others say about you.”

Public Relations is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behaviour.

It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its publics.”

*Definition of PR provided by the Chartered Institute of Public Relations





**What is the difference
between PR and marketing?**





Why do lawyers need PR?





**What does a good PR strategy
look like?**





Goal
Strategy
Target Audiences
Key Messages
Tactics
Budget
Measurement

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**Adopting a “strategy-first”
approach...**

And why that’s important.



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Tactics to consider...



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Tactics to consider...



LexisNexis Legal Awards 2022



"Thank you very much for the opportunity to meet with Chambers this morning. It was really useful to hear what they had to say."



"Excellent guests - really useful to get a real insight into the subject matter."

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Linking PR to growth.





**Finding a great PR partner for
your law firm.**





Key Takeaways

- Align your strategies
- Know your audiences
- Go where they are
- Let the strategy lead the tactics
- Align your tactics to each other and your strategy
- Define and measure success
- Try different things
- Get people offline as soon as possible



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Questions?

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Just one more thing...



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Questions & Conclusion

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