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# Legal Sector Breakfast Briefing

## Yorkshire

## 18 October 2022



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# Legal Sector Breakfast Briefing

## Welcome

Andy Gray, Senior Civil Clerk  
Dere Street Barristers



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# Legal Sector Breakfast Briefing

## Introduction

Tom Blandford, Legal Sector Audit 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  
LXREX COMMUNICATIONS

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# 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

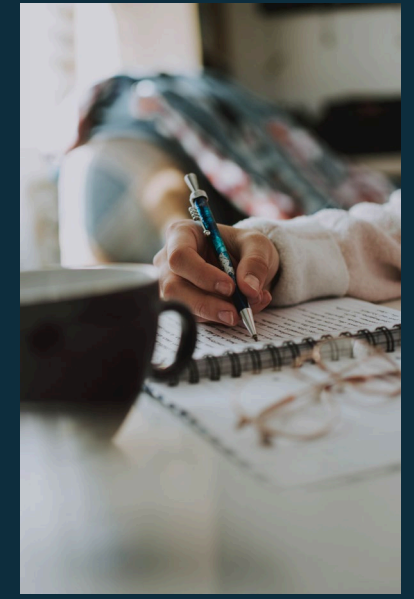
Measurement



Adopting a “strategy-first”  
approach...

And why that’s important.

# Tactics to consider...



Photos by [Hatice Yardim](#), [Joshua Hanson](#), [Szabo Viktor](#), [ilartsy](#) all via Unsplash

# 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.”

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



A photograph of two women in an office setting, viewed from behind. They are standing at a desk with a laptop open. One woman is pointing at the screen. The image is overlaid with a dark blue tint. The word "Questions?" is written in a large, white, serif font across the center of the image.

Questions?

# Say hello

Our best work always starts with a conversation. About you, about your firm, your work and perhaps most importantly, what you are trying to achieve.

I look forward to talking to you!

*Victoria*



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# Legal Sector Breakfast Briefing

## Q&A and Conclusion

Paul Varley, Area Director  
Lloyds Bank



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# Tom Blandford

## Legal Sector Audit Partner

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