

**Turning PR Activities into
New Business Opportunities**

Cheryl Bame & Jonathan Fitzgarrald
GGI North America Conference
June 23, 2017

Mr. Patel:


I recently read the above article, and I wanted to commend you and your firm for your leadership in employing people like Mr. Nelson.

I'm sure the impact you've already made on Mr. Nelson's life is very significant, and I expect it will inspire other organizations to look for the right fit for similar individuals.

My wife and I have a 12 year old son with Childhood Apraxia of Speech & Language. We are personally aware of the challenges that many families face and very grateful for the activities of advocates like yourself and your firm.


Sincerely,

Tom Welge
Vice President, Technical Sales & General Counsel
GILSTER-MARY LEE CORP.




Scenario #1


Your firm has recently hired a new Partner, Kenneth Jones, who has a robust Restaurant, Food & Beverage Industry practice.



What would you do to announce the addition of Kenneth to the firm, and his industry specialty that heretofore has not been a firm area of expertise?




Scenario #2



You notice that a firm client, Modway Fine Furniture, is profiled alongside Chris Jenner in a *Hollywood Reporter* article. The four-page spread details Chris' new Malibu home that is furnished largely with Modway products.



What steps would you take to use the profile as a client development activity?




Scenario #3

Your firm's Partnership just elected its first female managing partner.

What would you do to announce the news and use the situation as a business development tool?




Scenario #4



Your firm has been selected by *U.S. News & World Report* as a "best places to work."



How would you leverage this distinction for business development purposes?




Scenario #5

You have been chosen as a speaker at an upcoming industry conference.

What steps will you take (before, during and after the conference) to leverage this opportunity for new business?




Scenario #6



Your department has successfully completed a significant transaction for firm client ECO Options. ECO has given you permission to promote it.

What will you do to leverage this win?




Scenario #7



A governmental body that proposes and passes new legislation has just announced an update that will impact several of your clients.

How do you leverage this news for business development?



Scenario #8


A few times a month you are quoted in online and print articles regarding a trending issue.



How do you use these media commentary opportunities for business development purposes?




Scenario #9




Your firm just combined with a major tax boutique firm in your city. The new firm's total headcount is 360, which makes you the largest tax practice on the East Coast.

What do you do to leverage this new fire power?




Scenario #10

Your firm just created an endowment benefiting a local university. Your firm now has building naming rights and a seat on the Dean's Board of Directors. You select the firm's most senior practitioner, a female Asian American, for the seat as her largest client is also a major donor to the school.




What steps do you take to leverage this for business development?




Takeaways


- Every professional and firm has a story
- "Relationship building" isn't linear
- PR creates touchpoints
- Business results in what you do



Q&A



Cheryl Bame
BAME Public Relations
Cheryl@BAMEPR.com



Jonathan R. Fitzgerald
Equinox Strategy Partners
JFitzgarrald@EquinoxStrategy.com

