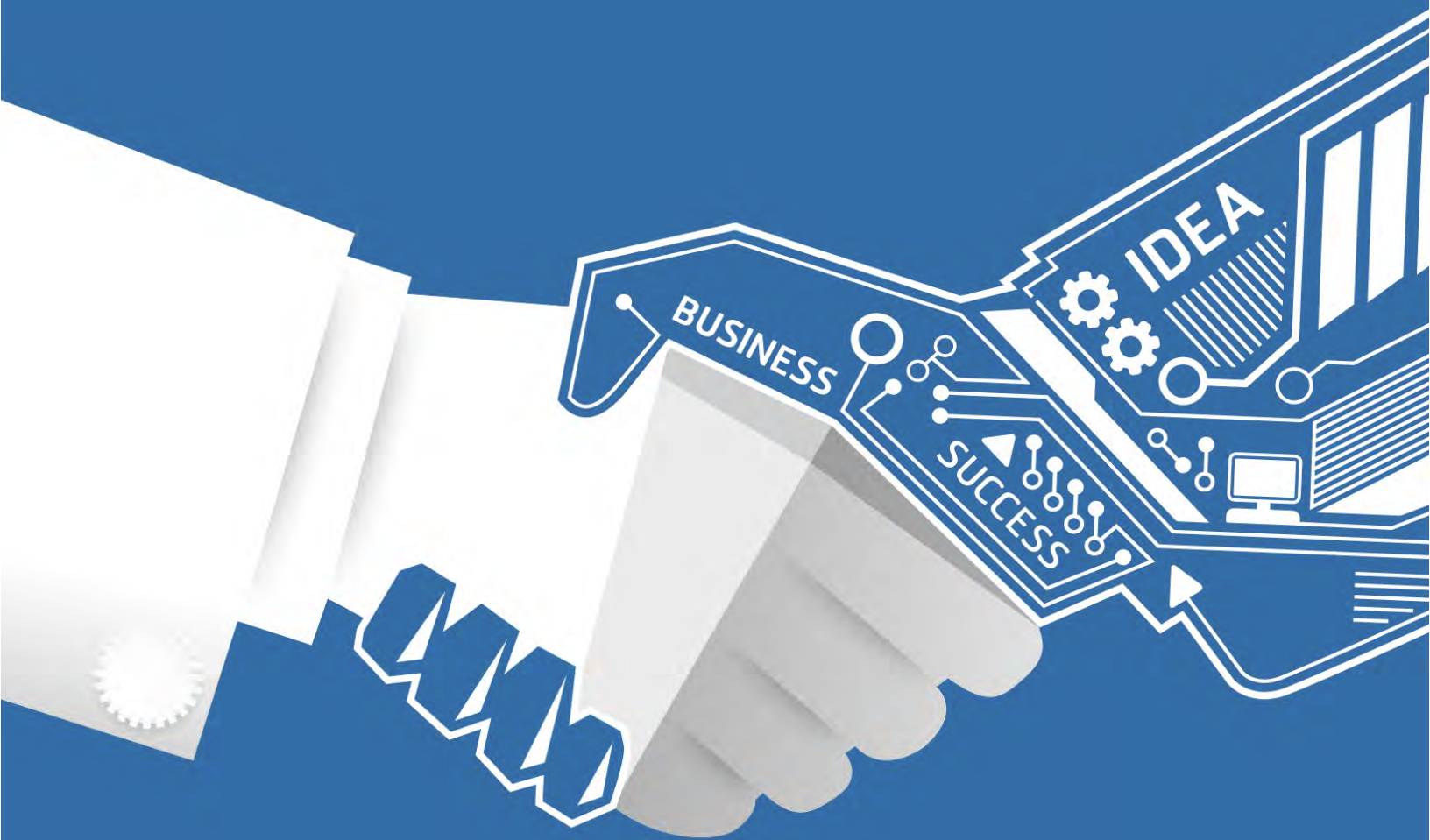


Holland & Knight



INNOVATIVE DEPARTMENT:
MARKETING

INNOVATIVE MARKETING CAMPAIGN

Our teams work together to implement 360° marketing campaigns. We help strategize a choreographed approach across internal and external channels, optimizing cross-channel interactions, for a more robust client, prospect and cross-selling experience. An attorney publication becomes so much more.

Publication dovetails
into events

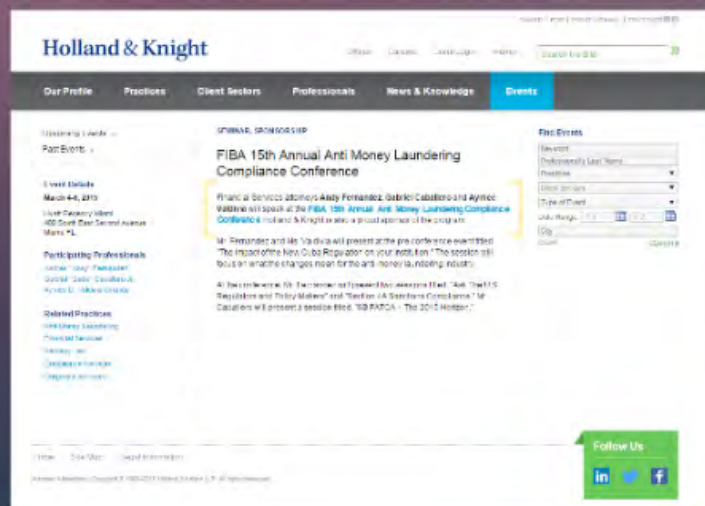


Via social media, promote in advance of event (both the publication and the event)

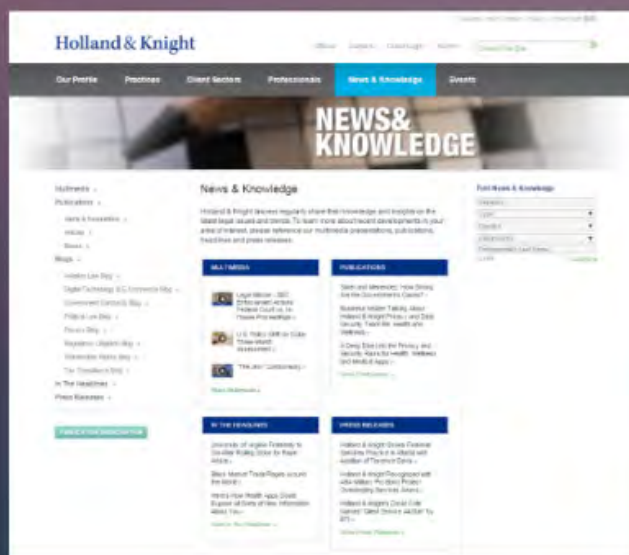


INNOVATIVE MARKETING CAMPAIGN

Include hyperlink on external
site to increase RSVPs



PR does a press push using same publication link



INNOVATIVE MARKETING CAMPAIGN

CRM assembles recipient lists:

- publication announcement and event info sent to recipients
- data is delivered to BI to relate relevant content on attendees to attorneys

FIBA AML Compliance Conference-2015/03/04	
Name	Company
Abbott, Richard	Johnson & Johnson LLP
Abbott, Charles	Jenner & Block LLP
Abel, Adam Esq.	Epinstein Becker & Green, P.C.
Abel, Stephen Esq.	Acklin & Whipple
Abraham, Robert	Corbett, Abraham & Pagan LLP
Abel, Steven M.	Steven Abels & Co.
Abel, Scott E.	Webster Price
Adams, Todd	Watson & Stetson LLP
Adams, Raymond O. Esq.	Wahle & Case
Adams, Alex	McKenna Long
Adams, Susan G.	Law Offices of Alex Agnieton
Adams, Hildegard Esq.	Major Lindsey & Africa
Adams, Yvonne Yvonne	Lewis Brubaker Bognard & Smith LLP
Adams, David S. Esq.	HR
Adams, Ben	Alcornwood, Coyle & Sussardi
Adams, Alex	Lynette Law School
Adams, Joseph R. Esq.	Alcornwood, Coyle, Rouse & Rouse
Adams, James C. Esq.	KALLISIAN LLP
Adams, Andrew	Diocese of Central Florida, Inc.
Adams, Martin J.	HR
Adams, Mark K. Esq.	Anderson, McPherson & Connors LLP
Adams, Linda Auerbach	HR
Adams, Michael	Lizell Link
Adams, Thomas	Wells Fargo Insurance Services (USA)
Adams, Cliff	Frederick Group, P.C.
Adams, Alex Esq. (aka Esq.)	Vogel Entertainment Law
Adams, Ross G.	Chen, Hershington & Satchell LLP
Adams, Bill	Lucas, Moritz, Murphy & Probst, LLP
Adams, Jonathan E.	HR
Adams, Alex R.	Corpus Dei & Poorman
Adams, Esq.	Patt & Hunt, P.C.
Adams, Paul Esq.	Thorn Law PA
Adams, Tanya Plunk	HR
Adams, Stephen D.	Williams & Connolly LLP
Adams, Mary Esq.	Adams Esq. LLP
Adams, Ramona	

Day of event: 2-page summary of publication is distributed, live tweeting at event

Holland & Knight

OUR CAPABILITIES IN YOUR AREAS OF CONCERN

For our financial services clients, we regularly provide comprehensive assistance from day-to-day advice on regulatory and compliance issues to enforcement defense where necessary. Typical engagements include:

- assisting with compliance and ethics training, anti-money laundering (AML), robust representation, standards and controls, and other related to meeting regulatory requirements
- assisting with the development of a BSA/AML/CFT compliance program, including policies and procedures development
- assisting with related to BSA/AML/CFT examinations and responses to regulators
- representing before the various regulatory agencies, OFAC, and the FDIC
- supervising and coordinating third party service providers and other related to meeting regulatory requirements
- representing in respect of various other, related and other regulatory and compliance issues, such as the resolution of

- supervising, drafting and reporting and other related to meeting regulatory requirements
- supervising and coordinating third party service providers and other related to meeting regulatory requirements
- general, regulatory and legal advice to various financial institutions, including related to the operation of the business
- advice and counsel to financial institutions regarding potential and money laundering, other related to the business
- advice and counsel to financial institutions regarding potential and money laundering, other related to the business

Our team is committed to being at the forefront of BSA/AML/CFT developments affecting the financial services industry. As such, our members are active in numerous organizations including the Treasury Department's BSA Advisory Group. Additionally, members are frequently requested to speak at seminars and conferences on BSA/AML/CFT topics of critical importance to banking and financial institutions.

BSA/AML/CFT PRACTICE TEAM

Our Bank Secrecy Act/Money Laundering/Office of Foreign Assets Control Practice Team provides clients with a comprehensive approach to address the legal, regulatory, issues and problems confronted by domestic and foreign financial institutions in today's challenging compliance environment.

Our clients cover virtually all areas of the financial services landscape and include:

- state-chartered banks
- national banks
- domestic and foreign bank holding companies
- foreign bank corporations
- international bank agencies, and other and representative offices of foreign banks in the U.S.
- broker-dealers and other securities businesses
- foreign banking institutions with presence in the U.S.
- various bank and trust companies



Holland & Knight
@Holland_Knight

Holland & Knight provides legal representation in litigation, business, real estate & government law. Tweets only legal advice/endorsement.

International law firm.
H&K.com
Joined June 2009

[Tweet to Holland & Knight](#)

INNOVATIVE MARKETING CAMPAIGN

Post-event follow up email to include:

- link to publication
- follow up materials
- means for people to stay connected



CONNECT WITH OUR TEAM



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gabriel.caballero@hklaw.com

From businesses seeking financing to banks, lenders, and financial institutions needing experienced counsel to help navigate and manage regulatory and operational changes, our clients' interests span the scope of the United States and international financial marketplace.

STAY CONNECTED WITH HOLLAND & KNIGHT



COLLABORATION EXAMPLE: DESIGN MEETS EDITORIAL & WEB

WE DON'T JUST CHALLENGE WHAT A LEGAL MARKETING DEPARTMENT CAN BE,
WE PUSH THE BOUNDARIES THROUGH CREATIVE AND REFRESH SPRINTS.

CLICK ON THE VIDEO BELOW FOR A BRIEF GLIMPSE TO SEE HOW WE MESH OUR
DESIGN AND EDITORIAL EFFORTS TO DELIVER EFFECTIVE, MODERN
MARKETING COLLATERAL.



"The organizations, communities and nations that thrive are the ones that initiate **action**, launch rapid **innovation** cycles, and learn by **collaborating** as soon as they can. They are sprinting forward while others are still waiting at the starting line."

- Tom and David Kelley, *Creative Confidence*

INFOGRAPHICS: GOING BEYOND TEXT-ONLY DATA

Why limit our attorneys to text-only show sheets when we can craft engaging infographics that present content on practice areas, industry sectors and capabilities in a digestible, easy-to-read style? Every fine detail – whether it is a design element or phrase – is hand selected to facilitate marketplace connections, protect the integrity of the firm and enhance our visibility.

For us, limits are made to be **CHALLENGED**.

LABOR, EMPLOYMENT AND BENEFITS GROUP

Holland & Knight
www.hkdw.com

POSITION YOURSELF TO THRIVE WITH OUR COMMITMENT TO UNPARALLELED SERVICE

Holland & Knight's labor and employment practice is a market leader in both employment litigation and counseling and traditional labor law for management clients. In a market characterized by large firms with employment advisory practices and specialized boutiques, we offer the best of both worlds – a unique and effective blend of boutique-style substantive knowledge and experience backed by a leading, full-service firm.

We are a diverse group of more than 60 practitioners, with extensive and varied experience. A number of attorneys in our group formerly worked for government agencies, in legal departments and as human resources executives. We understand the attraction of a hands-on, efficient and partner-led approach to counseling and litigating, along with a competitive fee structure. We combine those attributes with the nationwide resources provided by our labor, employment, benefits, compliance, and other related practices within the firm.

LABOR AND EMPLOYMENT ATTORNEYS

ACROSS 19 OFFICES

ADMITTED IN 22 STATES/JURISDICTIONS

INDUSTRIES

As a full-service labor and employment practice, we have the skills, experience and resources to advise clients in any industry sector, including:

- CONSTRUCTION
- EDUCATION
- ENERGY
- FINANCIAL SERVICES
- GROCERY
- HEALTHCARE
- HOSPITALITY
- MANUFACTURING
- MEDIA LAW
- RESTAURANTS
- RETAIL
- TRANSPORTATION

THE HOLLAND & KNIGHT COMMITMENT

Our mission is to provide seamless, efficient client-centric services over a wide range of industries. Collaboration across practices and offices, along with highly focused management of matters and cases, enables us to deliver dynamic legal support, regardless of location.

EMPLOYMENT LAW TRAINING FOR MANAGERS

We offer employment law training on a private, in-house and company-specific basis, enabling us to address the issues of greatest concern to your company and its managers in a confidential setting. Because we can conduct this training in person or electronically, these sessions can be very budget-friendly.

Basic Training:
FETC Laws and Regulations
Anti-discrimination and Harassment Issues
Performance Evaluations / Documentation, Disciplinary, Performance and Retention / Absences, Leaves and Termination
Accommodation / Unemployment

Advanced Training:
Americans with Disabilities Act / Family and Medical Leave Act
Title VII / Fair Labor Standards Act / Wage and Hour
Immigration and Nationality Act / Equal Employment Opportunity Act
Whistleblower / Social Media

ISSUES WE ADDRESS

- CLASS ACTIONS
- NON-COMPETES, RESTRICTIVE COVENANTS AND TRADE SECRETS
- EMPLOYMENT DISCRIMINATION AND AFFIRMATIVE ACTION COMPLIANCE
- MINIMUM WAGE, OVERTIME AND WAGE AND HOUR ISSUES
- RESPONDING TO GOVERNMENT INQUIRIES AND INVESTIGATIONS
- UNION-MANAGEMENT RELATIONS AND UNION AVOIDANCE
- OCCUPATIONAL SAFETY AND HEALTH
- WHISTLEBLOWER CLAIMS
- EMPLOYEE BENEFITS AND EXECUTIVE COMPENSATION
- DRAFTING AND IMPLEMENTATION OF EMPLOYMENT AGREEMENTS, POLICIES AND PROCEDURES
- BUSINESS RESTRUCTURING, ACQUISITIONS, REDUCTIONS IN FORCE AND RELOCATIONS
- MISCLASSIFICATION: INDEPENDENT CONTRACTORS AND EMPLOYEE EXEMPTIONS
- EMPLOYMENT-RELATED TORTS, INCLUDING DEFAMATION AND WRONGFUL DISCHARGE
- IMMIGRATION MATTERS

ACCOLADES

Our award-winning attorneys have been listed in:

- Chambers
- The Best Lawyers in America Guide
- Super Lawyers Magazine

Additionally, many members of our team are Martindale-Hubbell AV Preeminent Peer Review Rated.

GET CONNECTED

Robert W. Vyverberg
National Practice Group Leader
Partner | Chicago
312.578.6559

OFFICES

Anchorage | Atlanta | Austin | Bogotá | Boston | Charlotte | Chicago | Dallas | Denver | Fort Lauderdale | Houston | Jacksonville | Lakeland
Los Angeles | Mexico City | Miami | New York | Northern Virginia | Orlando | Portland | San Francisco | Stamford | Tallahassee | Tampa | Washington, D.C.
West Palm Beach

Holland & Knight

Labor, Employment and Benefits Group

Holland & Knight's labor and employment practice is a market leader in both employment litigation and counseling and traditional labor law for management clients. In a market characterized by large firms with employment advisory practices or specialized labor boutiques, we offer the best of both worlds: a true but effective blend of boutique-style substantive knowledge backed by the resources and support of a leading full-service firm. A number of partners in our group originally worked in boutiques, so we understand the attraction of a hands-on, partner-led approach and competitive fee structure with the ability to draw on extensive nationwide resources from the labor, employment and other related practices within the firm. We also have several attorneys in the group who have worked in the private sector, both in the legal department and as human resource executives.

AT A GLANCE

- 59 labor and employment attorneys in 18 offices: Anchorage, Atlanta, Bogotá, Boston, Chicago, Dallas, Denver, Ft. Lauderdale, Houston, Jacksonville, Los Angeles, Mexico City, Miami, New York, Northern Virginia, Orlando, Portland and Tampa
- Partners: 36
- Of Counsel and Senior Counsel: 7
- Associates: 16

Admitted in 22 states/jurisdictions:

AK, CA, CO, CT, DC, FL, GA, IL, LA, MA, MD, MI, NY, OH, OK, PA, RI, TX, VA, WA, WI, WV, Mexico and Colombia

INDUSTRIES:

As a full-service labor and employment practice, we have the skills, resources and tenacity to advise clients in any industry sector. Of special note, we are recognized as being particularly well-versed in retail, restaurants, grocery, healthcare, transportation, higher education, hospitality and media law.

ACCOLADES:

Our award-winning attorneys have been listed in Chambers, The Best Lawyers in America guide, Super Lawyers magazine and are Martindale-Hubbell AV Preeminent Peer Review Rated.

TRAINING

EMPLOYMENT LAW TRAINING FOR MANAGERS

- Holland & Knight's Labor, Employment & Benefits Group is highly experienced in helping businesses today on providing their operating efficiency. As awarded attorneys in our field, we are dedicated to delivering high-quality, legal services and achieving results – yours with the university in the economy and legal industry.
- Basic Training: Overview of Employment Discrimination Law, Harassment, Handling Performance Issues, Performance Evaluations, Documentation, Disciplinary, Absence and Retention, Absences, Leaves and Reasonable Accommodation: Termination
- Advanced Training: Americans with Disabilities Act, Family and Medical Leave Act, Fair Labor Standards Act (Wage and Hour), Privacy and Technology in the Workplace, Workplace Violence, Dealing with Union Activity

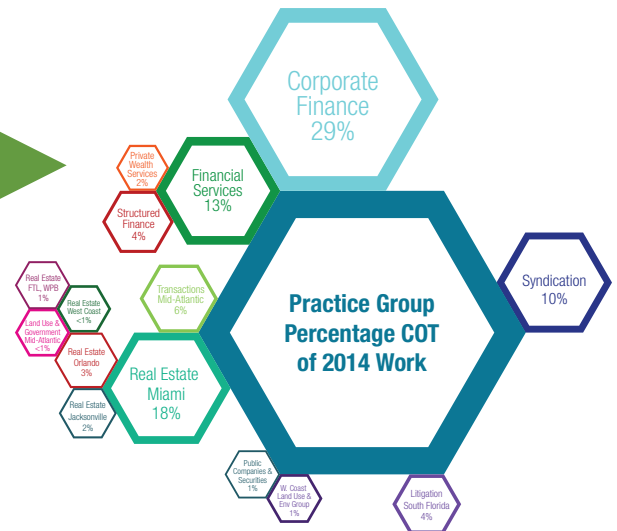
34

TOTAL CUSTOM INFOGRAPHICS CREATED IN THE PAST YEAR

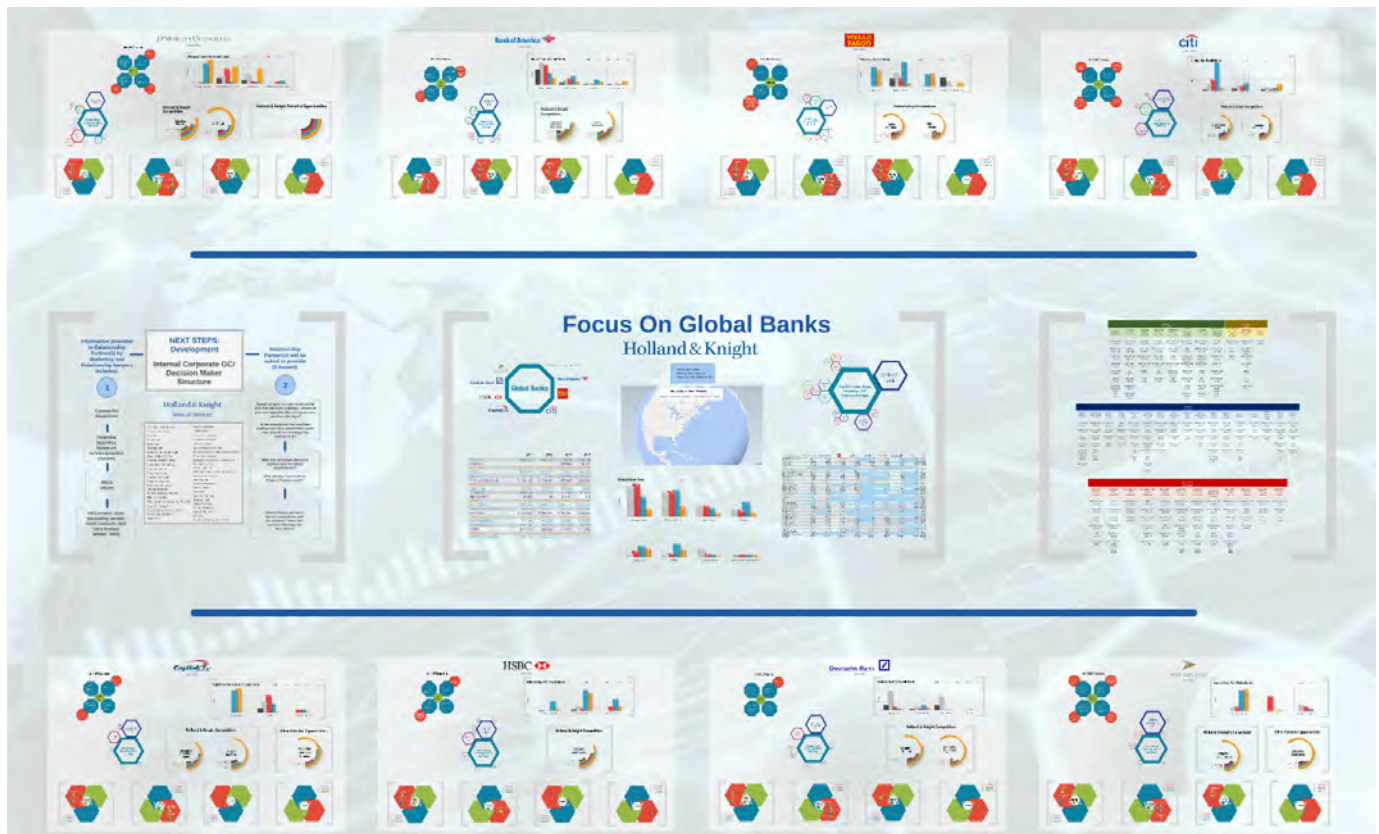


BUSINESS INTELLIGENCE: RAW DATA TRANSFORMED

Gap Analysis (2010-2014)	Related Client Name	BASE 1	BASE 2	BASE 3	BASE 4	BASE 5	BASE 6	BASE 7	BASE 8
Accounting and Finance Review		\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Construction		\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Corporate Finance		\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Corporate M&A		\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Financial Services		\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Indian Law		\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
International Projects		\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
International & Cross Border Transaction		\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Legal & Compliance		\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Land Use & Government - Mid-Atlantic		\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Litigation - Boston		\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Litigation - Chicago		\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Litigation - New York		\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Litigation - Northern Virginia		\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Litigation - Other		\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Litigation - South Florida		\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Litigation - Washington DC		\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Litigation - West Coast		\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Litigation Support		\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Maritime		\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Private Wealth Services		\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Public Companies & Securities		\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Real Estate - Atlanta		\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Real Estate - Chicago		\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Real Estate - Dallas		\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Real Estate - Jacksonville		\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Real Estate - New York		\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Real Estate - Orlando		\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Real Estate - Tampa		\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Real Estate - West Coast		\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Structured Finance		\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Transactions - Mid-Atlantic		\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000



INNOVATIVE DATA VIZ TAKES BIZ INTEL FROM
SPREADSHEET TO **ENGAGING GRAPHICS**



I.T. DESIGN PROJECTS

The word has gotten out to I.T. –

our **STRENGTHS GO BEYOND MARKETING PROJECTS.**

From UI to UX, we have been tapped on for designs that are depicted on our cafe portal, mobile/internal apps and systems/incident status landing pages.



HUMAN RESOURCES DESIGN PROJECTS

HR consulted us when it came time to refresh standard investment collateral. The goal is to have a **CALL TO ACTION** that speaks to a wide audience from temp personnel to the top legal rainmakers.

Every department needs **INNOVATION.**

INVESTING IN YOU: THE 401(k) PLAN

DAY ONE:
You will be eligible to enroll in the
Holland & Knight 401(k) Plan

Log onto:
www.401k.com
and get started in
60 seconds

**Choose a savings approach
THAT SUITS YOU TODAY**

**Adjust it any time to fit
YOUR CHANGING NEEDS**

TAKE YOUR INVESTMENT STRATEGY INTO YOUR OWN HANDS AND CUSTOMIZE YOUR PLAN

**DECIDE YOUR
CONTRIBUTION
AMOUNT**

15% per paycheck
is ideal*

**FUND OPTIONS
ARE UP TO YOU**

build your own
MIX | Fidelity Freedom K®
Funds and beyond

MANAGE YOUR ACCOUNT AND REVIEW YOUR BENEFITS

**USE THE
SAME LOGIN
INFO**

if you previously used
NetBenefits | or have other
accounts with Fidelity

**LEARN MORE
ABOUT YOUR
H&K 401(K)
BENEFITS**

Please see the
**Enrollment
Guide** | on Holland & Knight's
HR intranet page

Contact a
FIDELITY REPRESENTATIVE
for more information
800.890.4015

Fidelity Brokerage Services LLC
Member NYSE, SIPC
900 Salem Street, Smithfield, RI 02917

*Keep in mind that investing involves risk. The value of your investment will fluctuate over time and you may gain or lose money.

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Human Resources Profit Sharing & 401(k)

Holland & Knight welcomes your Profit Sharing and 401K comments and inquiries:

Lorna Pierce
Tax and Payroll Director

524 Grand Regency Blvd
Brandon, FL 33510-3931

Phone: (813) 769-4382
Email: lorna.pierce@hkn

1. Profit Sharing & 401(k) Information

1. 401(k) Information

2. Fidelity Link (www.f

3. New Hire Welcome

4. New Hire Enrollment

5. New Hire Enrollment

6. Loan Policy

7. Summary of Materials

8. Summary Plan Des

9. Summary Plan Des

10. Plan Performance (I

11. 2014 Summary Ann

12. Notice to Interested

2. Investment Tools

1. Rebalance/Auto Ret

2. Retirement Plan Ma

3. Retirement Plan Ma

4. Retirement Plan Ma

5. Retirement Plan Ma

3. Defined Benefit Pe

1. Defined Benefit Pen

2. Defined Benefit Pen

3. 2014 Summary Ann

4. 2014 Annual Funding notice (up many

5. 2014 Required Notification (DB Plan)

6. Summary of Material Modifications (DB Plan)

7. Notice to Interested Parties

Holland & Knight

Congratulations! You are now eligible to enroll in the Holland & Knight 401(k) Plan. Take advantage of this excellent opportunity to invest in your future.

Easy today.
Get started in 60 seconds with EasyEnroll.

Smart going forward.
Choose a savings approach that suits you today—and adjust it any time to fit your changing needs!

Go to www.401k.com to complete your enrollment. Click the Regular NetLink. Follow the instructions to set up your username and password.

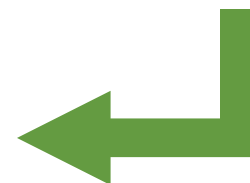
Or if you prefer a more "hands-on" approach, follow these steps to actively enroll the Holland & Knight 401(k) Plan:

1. Decide how much you would like to contribute. Generally, 10% per paycheck is ideal, but even smaller amounts will add up over time.
2. Determine investment options for your contributions. Your plan offers Fidelity Freedom® Funds, which are long-term funds. Or, you can invest your money in other plan's fund options. Fund descriptions are available online or by calling a Fidelity Representative at 800-890-4015 to have a copy sent to you.
3. Go to NetBenefits at www.401k.com to complete your enrollment. Click the Regular NetLink. Follow the instructions to set up your username and password.

If you used NetBenefits at a previous employer or if you have any other personal accounts with Fidelity, you can use the same sign-in information to log in. If you have forgotten your login information, click the Forgot Your Username or Password link or call a Fidelity Representative at 800-890-4015. Once you are enrolled, you will be prompted to select a beneficiary for your account.

If you have any questions, you can reach a Fidelity Representative at 800-890-4015.

Easy to enroll that investing matters too. The value of your investment will fluctuate over time and you may gain or lose money.
Fidelity Brokerage Services LLC Member NYSE, SIPC, 900 Salem Street, Smithfield, RI 02917.



CAMPAIGNS IN MOTION

360°

CAMPAIGNS IMPLEMENT A MULTI-FACETED APPROACH TO MARKETING

BY THE NUMBERS:

30% Fee revenue increase over five-year period (2011-2015)

32% YoY collected fee growth in Real Estate Section



NUMEROUS NEW CLIENTS GENERATED VIA SOCIAL MEDIA / DIGITAL MARKETING STRATEGIES

As a result of our **MARKETING
AND ENVIRONMENTAL
LAW EFFORTS**, clients funded
multiple thousands of reprints of a
140-page book.



MARKETING DEPARTMENT SERVICES

Holland & Knight

MARKETING DEPARTMENT SERVICES



Marketing and Business Development Strategy and Planning

Client Connections, Market Outreach and Support Services

- » Business-to-Business Initiatives
- » Develop and Implement Business Plans
- » New Business Proposals
- » Market Intelligence, Legal Research, Analysis and Support Services
- » Knowledge Construction and Management
- » Industry, Region and Key Account Strategy
- » Strategic Targeting
- » New Partner and Client On-Boarding
- » Attorney Development and Business Training
- » Mailing List Strategy, Building and Maintenance
- » Briefings, Seminars and Conferences
- » Event Programming and Logistics
- » Travel Arrangements, Efficiencies and Budgeting



Reputation and Visibility Management

Brand Building for Our Lawyers, Practices and Offices

- » Reputation Building, Maintenance and Support
- » Branding and Creative Support
- » Communications and Editorial Support
- » Credentialing and Directory Listings
- » Client-side Survey Fulfillment
- » Strategic Communications
- » Public Relations
- » Speaking Engagements
- » Bylined Articles
- » Alerts and Newsletters
- » Video Production



Awareness of the Firm

Digital Footprint and Internal/External Communications

- » Internet Content and Choreography
- » Social Media
- » Press Mentions
- » Publications
- » Advertising
- » Collateral
- » Intranet Content and Choreography
- » HK Today Articles
- » Legal and Staff Recruiting Support
- » Key Initiatives: PCS, Diversity, Women's Initiative, Etc.
- » Key Association Leadership

“Winning businesses will be those that possess a marketing capability that is agile and intelligent.”

— Tim Breune and Brian Whipple, Accenture Interactive
“Scaling the New Horizon: The Real Alignment Imperative for CMOs and CDOs”

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Who knew that marketing at a law firm would include:

» **COMPREHENSIVE LEGAL RESEARCH SERVICES**

» **TRAVEL PLANNING**

» **EVENT PROGRAMMING**

What's more, our Marketing Department delivers information about these and other support services to our attorneys via **EFFECTIVE, ROBUST MESSAGING**, arming them with the tools they need to position their practice for **SUCCESS**.

[illegible]

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MARKETING DEPARTMENT COLLATERAL REFRESH

Holland & Knight MARKETING COLLATERAL REFRESH

PGL OR LEAD ATTORNEY(S)
REQUESTS CONTENT



PDM/ADM/POC
IDENTIFIES NEED FOR NEW/REFRESHED
CONTENT & STRATEGY TO TARGET AUDIENCE

SHOWSHEET/FAST FACTS/INFOGRAPHIC

WEB PAD/CLIENT SECTOR DESCRIPTION

DEAL/MATTER LIST

CASE STUDIES

PITCH BOOK UPDATES

DIGITAL BROCHURES

SOCIAL MEDIA CAMPAIGN

CONFERENCE/SEMINAR DISPLAY

OTHER: FLYER/BROCHURE/PPT

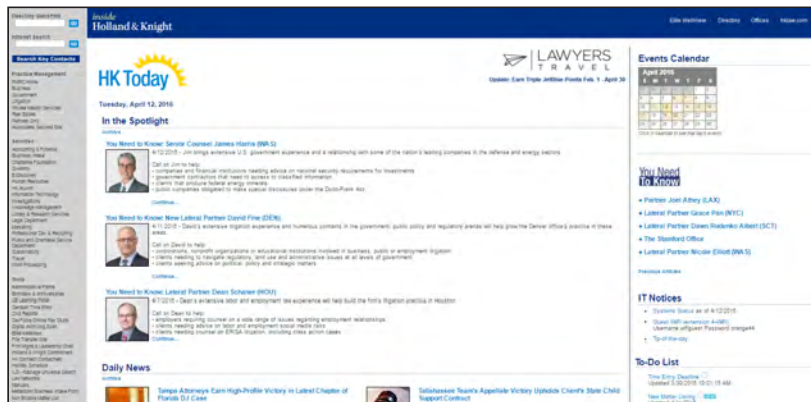
THE PROCESS WE EMPLOY TO GET OUR ATTORNEYS ON
THE INNOVATION TRAIN

INTRANET REFRESH

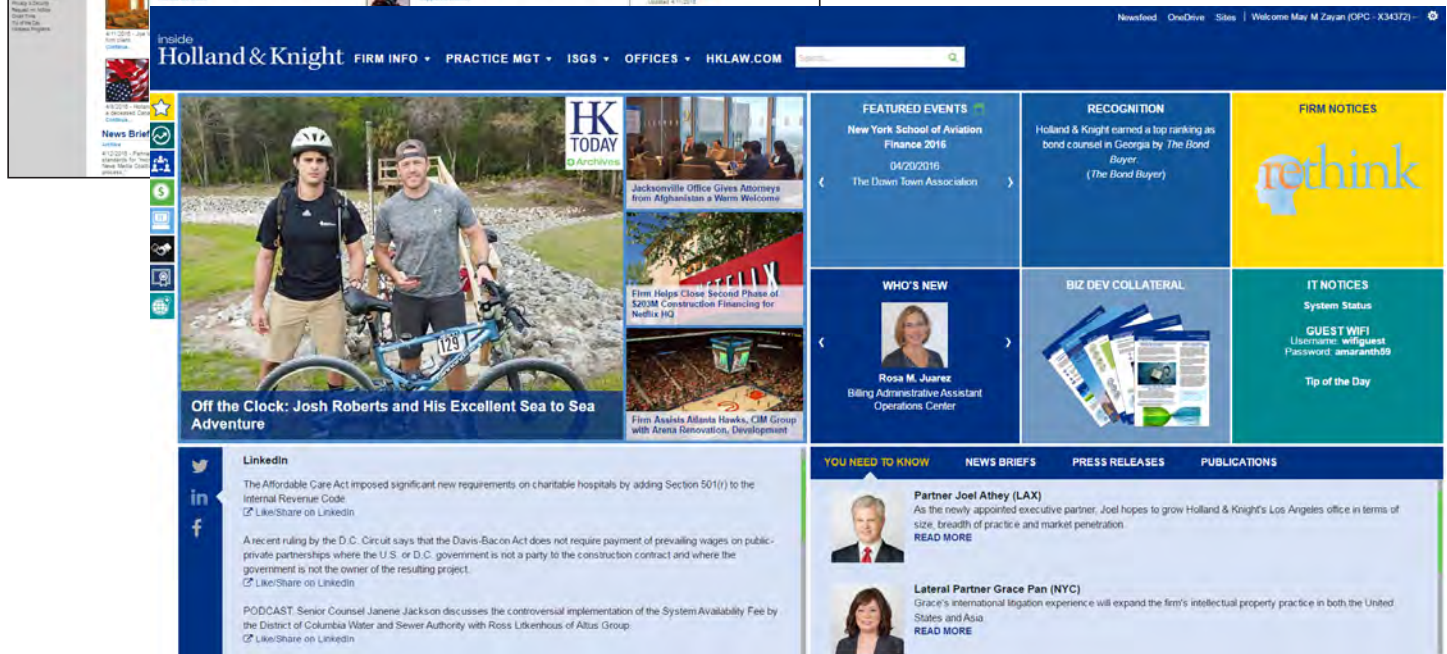
Our latest endeavor (in addition to our legal marketing efforts) is building a new internal digital platform that ensures better connections between the firm's groups by making more use of cross-functional dashboards, client-oriented information, usable features and an inspiring visual design built for longevity.

Created with a responsive design that displays topical and aggregate info with tools that will help attorneys cross-sell their services and mine their profitability pipelines, this collaborative environment would also allow for innovative data tagging, a robust search tool and single sign-on connectivity for auto-customized upon login.

Transforming this:

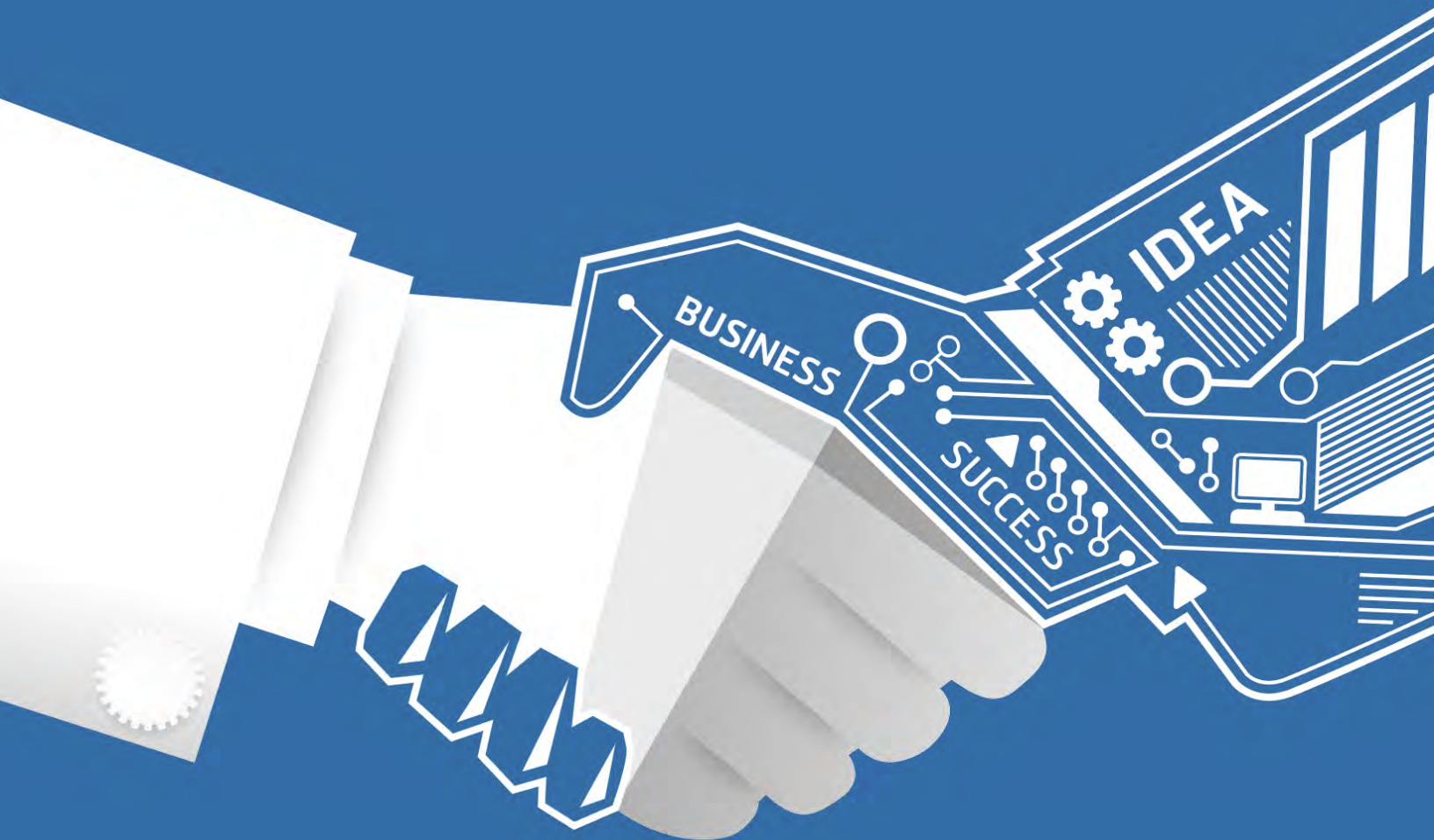


INTO THIS:



AND THE INNOVATION CONTINUES ...

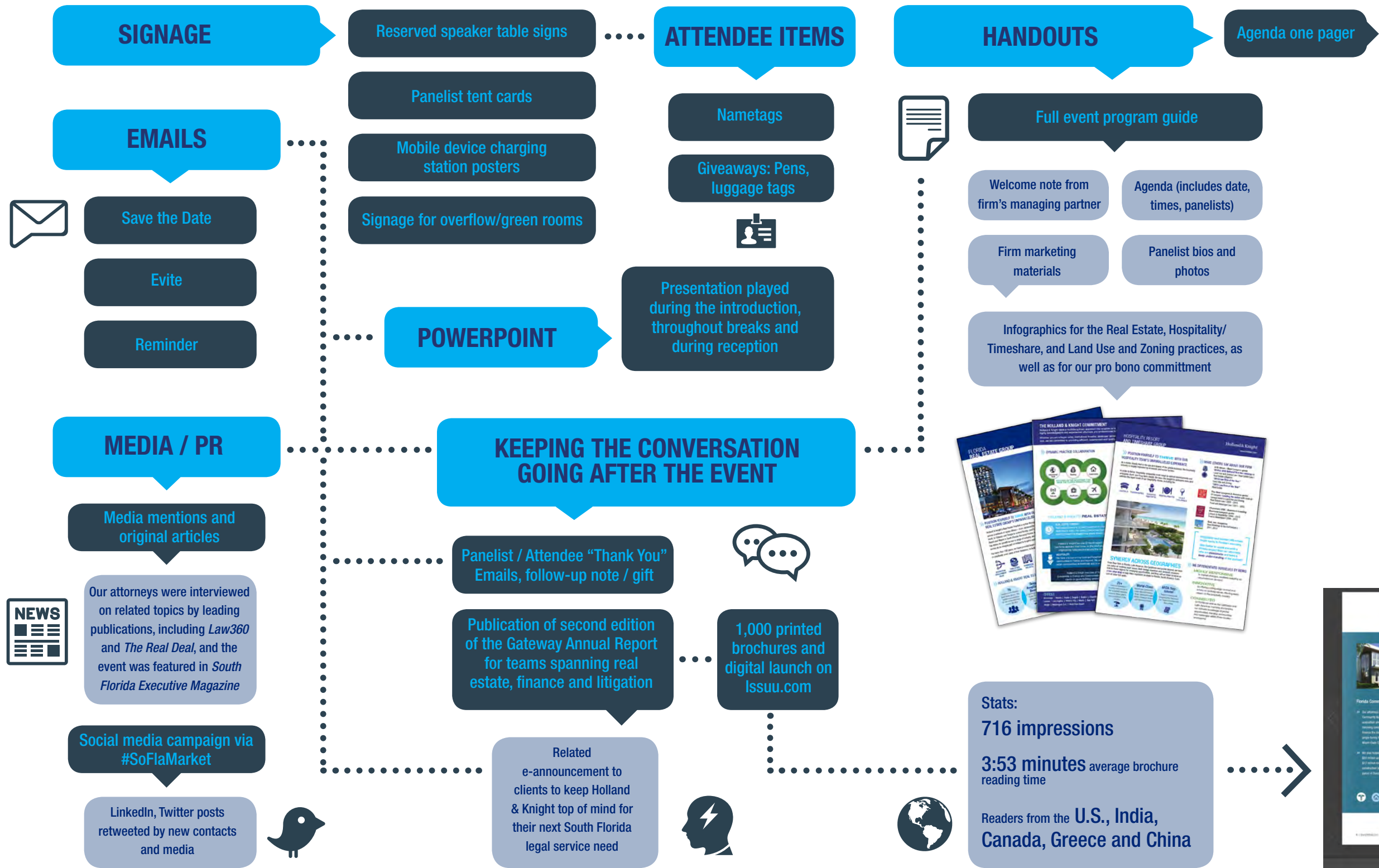
Holland & Knight



SOUTH FLORIDA ROUNDTABLE FORUM
YOUR HONOR AWARDS CATEGORY: EVENTS

SOUTH FLORIDA ROUNDTABLE FORUM

CAMPAIGNS IN MOTION



Holland & Knight

South Florida: Road Signs to the Future
Agenda
MAY 19, 2016

Keynote Speaker: Mayor Carlos A. Gimenez – Miami-Dade County
Cuba Address: Andy Fernandez and Amy Valdivia Granda – Holland & Knight

Panel I - Utility Work Ahead: Overcoming Infrastructure and Environmental Hurdles
Moderator: Vivian de las Cuevas-Diaz – Holland & Knight
Speakers: Commissioner Esteban L. Bovo – Miami-Dade Board of County Commissioners, Jose Gonzalez – Florida East Coast Industries, Pamela Rauch – Florida Power & Light, David Martin – Terra Group

Panel II - Life in the Fast Lane: FinCEN's Targeting of South Florida's Skyline
Moderator: Andy Fernandez – Holland & Knight
Speakers: Scott Nathan – BankUnited, N.A., John Tobon – Homeland Security Investigations, Sergio Osorio – Old Republic National Title Insurance Company

Panel III - Proceed With Caution: South Florida's Development Climate in the Near Future
Moderator: Gavin Williams – Holland & Knight
Speakers: Ana-Marie Codina Barlick – Codina Partners, Hugo Pacanins – RAM Realty Services, Carlos Gonzalez – Lennar Homes, Andrea Romero – Mill Creek Residential Trust



SOUTH FLORIDA ROUNDTABLE FORUM CAMPAIGNS IN MOTION

360°

CAMPAIGNS IMPLEMENT A MULTIFACETED APPROACH TO MARKETING

BY THE NUMBERS:

32% YoY collected fee growth in Real Estate Section

12% more fees collected in May by South Florida Real Estate Group

