



Editorial Services *Marketing Orientation Presentation*

Holland & Knight

Commitment and Branding



Our Main Editorial Objective

ALIGNING MARKETING AND BUSINESS DEVELOPMENT

Facilitate and an actual marketplace connection between the subject matter experts with whom we work and those in a position to hire them

Protect the integrity and enhance the strategic visibility of the firm's (or individual's) brand - in the most comprehensive manner

Our Critical Eye When Crafting/Editing Content

GUIDING PRINCIPLES

- » Taking the Client's Perspective
- » Facilitating Clients' Corporate, Business and Financial Strategies
- » Delivery of Superior Qualitative Services
- » Developing the **"Absolute Trust"** of Our Clients

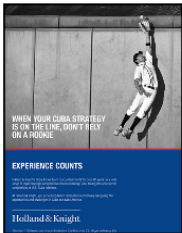
How We Craft/Edit Content

- Naming conventions, firm boilerplate/standard messaging
- Simple social communications vs complex evites, announcements and alerts
- H&K [Writing Style Guide](#) and Associated Press Style
- [Bio Style Guide](#)/Web Content presets
- [HK Today submission guidelines](#) (main news feed and YNTK, news briefs)
- [Editors list](#) for alerts
- Light or deep edit, content development or routine editing
- Track changes and iManage versions
- Templates from Creative/Web Content
- [Collateral suites](#)
- Inspiration
 - Competitor law firms
 - Other businesses
 - Interviews
 - Publications
 - Biz Intel trends

Editorial – Creative Services Gallery

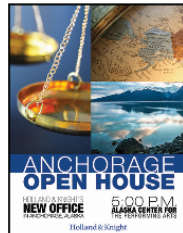
Find on Marketing Intranet under Marketing Materials

Advertisements



DB's Cuba Report (ad with advertorial content)

Display Graphics



Anchorage Office Open House

Invites and Evites



Annual White Collar Crime Conference
(traditional evite template)

Announcements



A Buyer's Guide to Cyber Liability
Insurance Coverage

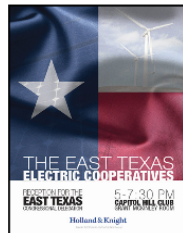
Holiday Cards



Rosh Hashanah Card 2014



Corporate Counsel Women of Color
Conference



East Texas Congressional Delegation
Reception



ABA Annual National Institute on
White Collar Crime (modern big image
template)



Team Announcement



Rosh Hashanah Card 2015

Creative Services Gallery – Text & Design Choices



Creative Services Gallery – Minimal Graphics Styles

Securities Litigation



- Holland & Knight's Securities Litigation Team is experienced in all types of securities litigation and has defended large and small public and private companies against virtually every kind of securities claim imaginable.
- With a former SEC Regional Trial Counsel and more than a dozen former federal prosecutors, including the former chief of staff to the U.S. Attorney General, we advise clients based on a combination of extensive legal knowledge and a deep understanding of the government process obtained from our experience.
- We have obtained full dismissal or summary judgment in more than 50% of the cases we handle as opposed to the national average of 19% and our settlements, on average, are for less than one-third of the U.S. average.

Securities litigation is a highly specialized, multifaceted area of practice involving the application of complex securities laws. Cases are generally high stakes, involve sensitive matters and can result in substantial damage awards and negative publicity.

Holland & Knight's Securities Litigation Team is experienced in all types of securities litigation and has successfully defended clients against all types of securities claims, including those involving defaults in municipal bonds. Working in concert with skilled practitioners throughout our firm, we handle complex criminal and civil securities litigation matters before courts, arbitration panels and regulators worldwide. Our securities litigators regularly defend municipalities, large and small public and private companies, their directors, officers, employees, underwriters and affiliates on a broad spectrum of securities matters. Clients include states and municipalities, investment banks, underwriters, accounting firms, professional advisers, venture funds, majority shareholders, broker-dealers, exchanges, hedge funds and lenders. Client industries

Our philosophy is to function as an extension of your team.

We achieve this through a combination of policy depth and experience, political astuteness, media savvy and access to nationwide resources across a range of practices.

Holland & Knight

Confidential Presentation for Government of Puerto Rico | 6

Holland & Knight

Corporate Services

- Holland & Knight's Corporate Services Team provides experienced legal counsel to public and private entities throughout every stage of the business cycle.
- We advise clients on all aspects of their business operations, from corporate governance and risk management to financing and growth opportunities.
- Our team works proactively with clients to avoid potential liability through the development and implementation of effective compliance and ethics programs.

Whether your enterprise is a start-up or a Fortune 500 company, a closely held family business or a public franchise, succeeding in today's marketplace requires more than "business as usual." In this value-based, highly regulated climate, non-economic performance parameters – such as corporate compliance and governance – are as critical to your success as your company's bottom line.



BROAD-BASED KNOW-HOW TAILORED TO YOUR OPERATING ENVIRONMENT

The practice of corporate law demands experience across an array of industries, businesses and governmental organizations. Savvy business leaders choose Holland & Knight for our decades of experience in advising public and private entities. With the diversity of our firm and practice teams, we can extend integrated and efficient support across a range of critical matters, including:

- corporate compliance and ethics
- corporate governance
- D&O and management liability
- franchise
- mergers and acquisitions
- project finance
- public companies and securities
- securities litigation
- venture capital and private equity
- white collar defense



COMPLIANCE, GOVERNANCE AND LIABILITY COUNSEL – A PROACTIVE STRATEGY

Holland & Knight is committed to working proactively to help your organization avoid potential liability. We assist companies in the development of integrated compliance and ethics programs, and our firm was one of the first in the country to establish a dedicated corporate governance team to advise on issues relating to the Sarbanes-Oxley Act. As the risk of management liability suits increases, Holland & Knight's D&O and Management Liability Team counsels directors and officers regarding the preventive measures required to protect their personal assets.



VIGOROUS DEFENSE WHEN YOU NEED IT

When your company's reputation is on the line, our seasoned White Collar Defense Team will work to provide experienced and incisive defense counsel. Our highly skilled trial attorneys – including a former U.S. district judge and former FBI director – are fully prepared to go to court on your behalf with a goal of helping to minimize the consequences of alleged misconduct. Should your organization become involved in securities litigation, you need seasoned counsel with front-line litigation experience in federal securities law. Dealing with matters of alleged wrongdoing in this highly complex area is one of the strengths of our Securities Litigation Team.

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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

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Creative Services Gallery – Infographic Choices

HOSPITALITY, RESORT AND TIMESHARE GROUP

Holland & Knight

www.hknlaw.com

» POSITION YOURSELF TO **THRIVE** WITH OUR HOSPITALITY TEAM'S UNPARALLELED EXPERIENCE

As a sector closely tied to the ups and downs of the global economy, the hospitality industry is largely impacted by economic and social factors.

In order to thrive, hospitality companies must adapt to current developments and anticipate short- and long-term trends. We have the insight to anticipate risks and address the legal needs of our hospitality clients, including for:



SYNERGY ACROSS GEOGRAPHIES

From New York to Florida, Latin America, the Caribbean and points beyond, we have our pulse on evolving legal issues. Both foreign investors and domestic investors look to these regions for emerging opportunities, and they call our team to serve as a **one-stop shop** to help them capitalize on deals in Florida, South America, Cuba and all other hot spots.

25+

years of experience serving every aspect of the hospitality industry at every stage and in every segment of the industry



World-Class

brands we represent include Marriott International, InterContinental Hotels, Fairmont Hotels and Starwood Hotels



ARDA

Registered
Resort Professionals recognized by the American Resort Development Association



» WHAT OTHERS SAY ABOUT OUR FIRM



U.S. News - Best Lawyers guide
2017, 2016 and 2015 national first-tier rankings in Land Use and Zoning Law | Real Estate Law | Real Estate Litigation
Named 2017 "Law Firm of the Year" in Real Estate Law



The Best Lawyers in America guide
68 real estate lawyers recognized | **Leading the nation** in Land Use and Zoning Real Estate Law | 2008 - 2016
Food and Beverage Law | 2011 - 2016



Chambers USA - America's Leading Business Lawyers guide
Leisure & Hospitality | 2008 - 2016
Food & Beverages | 2008 - 2016



Golf, Inc. magazine
Best Attorneys in the Golf Industry
2011, 2013

Hospitality and tourism still remain bright spots in Florida's economy.

Who better to assist you with a Florida project than our attorneys who are passionate and have a deep understanding of the market?

» WE DIFFERENTIATE OURSELVES BY BEING:

HIGHLY RESPONSIVE

to market changes, creatively adapting as circumstances demand

INNOVATIVE

by offering cutting-edge counsel and advice on evolving issues affecting every aspect of the hospitality industry

CONNECTED

to Florida (as well as the Caribbean and Latin American markets) and employ our intimate knowledge of pivotal opportunities, trending communities and challenges within these locales - and beyond

» DYNAMIC PRACTICE COLLABORATION

Our Hospitality Team works across practice areas to address all of the legal needs of developers, lenders, operators and owners in every segment of the hospitality industry. Our services include:

- » ALCOHOL & BEVERAGE
- » CONSTRUCTION
- » CORPORATE
- » CYBERSECURITY & PRIVACY
- » ENVIRONMENT
- » FINANCIAL SERVICES
- » HOTEL MANAGEMENT
- » INTELLECTUAL PROPERTY AND LICENSING
- » INTERNATIONAL & CROSS BORDER TRANSACTIONS
- » LABOR, EMPLOYMENT & BENEFITS
- » LAND USE & ZONING
- » LITIGATION & DISPUTE RESOLUTION
- » NEW YORK REGISTRATIONS
- » PUBLIC POLICY & REGULATION
- » REAL ESTATE AND DEVELOPMENT
- » TAX AND DEAL STRUCTURING

» RECENT HOSPITALITY ENGAGEMENTS

Although our practice is involved in many projects throughout the world, Holland & Knight's Hospitality Group is uniquely experienced and connected to booming markets – from the gateway of Florida to the Caribbean and Latin America.

- » Represented a developer in connection with the structuring and development of a luxury boutique Caribbean property and the establishment of a new, lifestyle boutique brand
- » Represented a borrower/developer in a landmark construction financing of an oceanfront hotel redevelopment in South Florida
- » Represented the developer of a 2,500 acre Northwest Florida resort in mixed use and condominium developments, sales, acquisitions, financing, leasing and condominium defect lawsuits, and other land use amenities litigation
- » Represented InterContinental Hotels Group (IHG) in connection with the operation and development of hotel projects in Armenia, Cartagena and Bogotá
- » Represented a Florida-based global provider of membership and leisure services to the timeshare industry in a substantial acquisition of a major hotel's timeshare division
- » Represented a developer in connection with an urban core public-private partnership and mixed use development in Jacksonville, Florida
- » Represented golf course management companies, course owners, hotels, residential developers, clubs and resort developers in a variety of golf course use, access, design and management agreements throughout Florida
- » Represented a developer of Fisher Island in connection with the development of luxury high-end oceanfront condominium projects
- » Represented a leading procurement services company in a breach of contract and tort action filed by a hotel owner against the services company and management company for a luxury South Florida oceanfront resort
- » Represented developers on large mixed-use projects involving hotel, residential and retail space throughout Florida, including The Miami Beach EDITION

» GET CONNECTED



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West Palm Beach

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Begin With A Solid Foundation For Documents

Properties

Doc Number:	55063682	Modified:	1/18/2018	Related	History
Version:	1	Doc Size:	790KB (809	Versions	Where Used
Creation Date	1/18/2018	Status:	Available	Checked Out Info	
Last Edited By	KMSTEFFEN				

Profile Fields

Application	*	WORDX <WORD 2007>
Description		Industry Sector Initiative infographic
DocType	*	FIRM <Firm documents>
Author	*	MARKETING <Marketing User>
Creator	*	KMSTEFFEN <Steffen, Krystina M (OPC - X34335)>
Client	*	888040 <Marketing & Practice Development Activities>
Matter	*	00001 <Marketing & Practice Development Activities>
Office		FRM <Firm>
Practice Area	*	FIRM <Firm>

☒ Add to Extranet on Checkin

Default Security: Public

*Security

Comments

OK

Cancel

Help

Build In Appropriate Dev Time = Quality End Product



Ads	2 days (for first layout draft)
Announcements	2 days
Article Reprints (cost quotes, reprints and PDFs)	Times vary per publication
Evites	2 days (for first layout draft)
Event Program Guides (magazine-style cover, text)	4 days
Custom Nametags / Registration Displays (with event imagery)	4 days
Display Graphics / Posters	2-4 days
Text-heavy Show Sheets / Agendas / Who's Here Today	2 days
Graphic-heavy Show Sheets (magazine-style cover, icon headers, text)	2 days
Matter Listings	
– Text	2 days
– Graphic	4 days
Infographic Fast Facts	1 week
Custom Pitch Books (magazine-style cover, images above practice pages, callout quotes, other design elements)	3-4 days
Maps (HK and client office overlays, markets, etc.)	1-3 days (depending on complexity)
PowerPoint Design-heavy Templates	2 days
Logo Creation (for firm department, practice, specialized use)	1 week
iStock Photo Searches	2 days (for first round of choices)
Digital Brochures	
– Under 10 pages	1 week
– 10+ pages	2 weeks
PPT or Pitch Book Formatting / Proofreading	
– Simple Edits	1 day
– Complex Edits	3 days

Did you know? Print vendor TATs

Displays take:	3 days (for sizes similar to 23" x 31") 10 days (for larger sizes similar to 71.25" x 50.75") 15 business days (for popup banner stands)
Brochures need:	consultation with vendor for formal print runs; budget approval from SL / PGL and Marketing

Best Practices – Project Starters

Basics

- Include iManage doc so we know what text/inspiration to begin with
- List draft due date and targeted mail out date
- Give direction for imagery as it can influence text
- Inform us on the tone/strategy so we build the content for an appropriate call to action

Details

- Save the Dates, Follow Ups, Social Media, 360-degree campaigns
- Timing/Sequence
- Logos and bio photos hyperlinked
- HK Institute links, time zones, RSVPs

Bar Rules

- Florida and Texas fyi's
- Verbatim words and picture considerations
- 20-day turnaround times or rush fee
- State admissions
- FL Bar sends an initial letter that declines to provide compliance on first round with the Bar when accolades are listed
- Must provide documentation to FL Bar to prove our accolade text and substantiate it and go through the SCA process
 - Bar reviews references to memberships, awards and honors for their legitimacy; award must be given by a bona fide organization with objective criteria that can be documented and provided to the Bar with a signature of the organization lead

Best Practices – Project Starters Collaboration Example

Project Description

Webinar - Schreiber/Barnacle L&E - 7 21 2016

Project Type

Evite/Invite - WEBINARS

Search terms or image # / Search terms/concept/theme

labor, employment

iManage Number for Source Document

47002892

Due Date

6/29/2016

Target Mail-Out Date

6/30/2016

Charge Code

66223.0075.11.75131.4000.4005 (ATK Phil Schreiber)

End User

Mailing List Contacts

Additional Details & Information

CRM- Please start with L&E Mailing List (zNL-Labor, Employment & Benefits). We may have additional.

MarCom- I will e-mail assigned team member when content is ready for review. Should be tomorrow.

Creative- Please start off with a general banner image. Will provide more information on the topic later.

ALL - We need to send this out on Thursday before the Holiday. I will be making sure things are moving to meet the deadline.

Tone/Strategy

Businesslike

Event/Webinar Date

7/21/2016

Best Practices – Project Starters Background Example

Message

 2016_Womens_Event_LA Presentation1.pptx (764 KB)

Hello All

I've titled this as a "Save the Date;" however, we may turn it into the actual invitation – will know more next week.

Thank you!!
N

EVENT DETAILS

Date/Time

Thursday, September 15, 2016

3:45 - 7:00 p.m.

{Add to Outlook Calendar}

Location

Holland & Knight

400 South Hope Street

Patio Level

Los Angeles, CA 90071

Agenda Details

Check-In 3:45

Networking 4-5

Keynote Panel Speech 5-6

6-7 PM Networking

Content

We are trying to finalize panel speakers but don't want to delay the creation of this Save The Date / Invitation. I am attaching our focus/mission for the event that should help in crafting the messaging.

Imagery

Options of downtown Los Angeles AND Women in Business

Creative

We will also need a forwardable version

CRM

We will need you to distribute and manage RSVPs

Best Practices – Project Starters Direction Example

Project Description

Flyer - Legal Profession Team General Counsel Summit

Project Type

Other

Search terms or image # / Search terms/concept/theme

Ethics, Law firms, Portland

iManage Number for Source Document

46866485 v6

Due Date

7/18/16

Target Mail-Out Date

N/A

Charge Code

66222.0076.10747.4000.4121 (ATK - Allison Martin Rhodes)

End User

Contacts

Additional Details & Information

We need to change the original save the date invite to a 2-pg PDF flyer that will be attached to an email.

This type of event is different than our usual ones and they need to make personal outreaches before we send actual invitations.

I've arranged the information in the imanage doc that needs to be included (v5).

Please also make the following modifications:

Change the template so it does not look like an invitation. Something more dynamic, image focused and uses a different look. To somewhat convey what I am thinking, I like look and feel of these <https://marketing.hklaw.com/CSG/Gallery/event-Mexico.jpg> and <https://marketing.hklaw.com/CSG/Gallery/event-Crewpalmcard.jpg> for example.

Please use a picture of Mt. Hood with the Name of the event weaved in. https://www.google.com/search?q=portland+mt+hood&espy=2&biw=1920&bih=965&tbm=isch&tbo=u&source=univ&sa=X&ved=0ahUKEwiBtsiLuN_NAhXNCD4K4K#3QAfUQsAQlGw#imgrc=mGSgugjow-UP3M%3A

Front Page should outline the event overview - the who, what, where, when, why, the contact explained but not bulleted out or listed.

Back Page should outline the topics for each day and include the LPT team overview at the bottom of the page

Tone/Strategy

Engaging/Businesslike/Fun

Event/Webinar Date

09/22-23/16

Best Practices – Ecomm Example for Project Status, Updates, Needs



Testa, Sheri L (OPC - X34340)
All links in Test # 1 work for me. Approved for Creative. ST

6 hours ago Reply Edit ...



Chuckas, Tracey L (CHI - X65767)
Mailing list deletions sent to Amy. TC

7 hours ago Reply Edit ...



Hickson, Allison B (OPC - X30717)
Copy, layout and links look good. Test 1 approved for MarCom. - AH

7 hours ago Reply Edit ...



Murbach, Chelsea L (CHI - X66612)
Test 1 sent. Please verify text and links, then post edits or approvals. CM

7 hours ago Reply Edit ...



Ingraham, Amy H. (OPC - X34328)
2016 WAS WOMMA (T. DiResta) Event: Contact Report has been sent to T. Chuckas for review. CRM/AI

7 hours ago Reply Edit ...



Ford, Nicklas J (OPC - X34371)
The html file is ready for Test 1. NF

3 days ago Reply Edit ...



Chuckas, Tracey L (CHI - X65767)
Please use the mailing list from last year: **(SEM-WAS-Tony DiResta Consumer Protection-2015/10/06)** for this year's event. Please note that I will need to review the list and mark a few deletions. TC

5 days ago Reply Edit ...



Chuckas, Tracey L (CHI - X65767)
Evite approved and ready for testing TC

5 days ago Reply Edit ...



Chuckas, Tracey L (CHI - X65767)
CRM - I need to confirm mailing with Tony. As soon as I know I will let you know.

MarCom- I need to confirm a few details. Please hold off on reviewing until we are ready. I'll let you know.

Events - No assistance needed.

Search Engine Optimization



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Download My vCard | View LinkedIn Page

Profile | Experience | Publications | Speaking Engagements

SEO



Trisha Rich is a Chicago litigation attorney and a member of Holland & Knight's Litigation and Dispute Resolution practice. Ms. Rich focuses on complex commercial litigation, as well as legal ethics and professional responsibility matters.

In her commercial litigation practice, Ms. Rich represents a wide variety of clients in litigation and other disputes, including national and international companies, small businesses, municipalities and state agencies, and individuals. She has extensive experience in resolving disputes between businesses and represents clients at the trial and appellate levels in a wide variety of matters, including actions for breach of contract, breach of warranty, fraud, consumer fraud, deceptive trade practices, tortious interference and all aspects of real estate, property management and receivership litigation.

As a member of the firm's Legal Profession Team, Ms. Rich advises lawyers, corporations and law firms on various issues related to professional responsibility, including partnership and corporate structuring, fee disputes, conflicts, confidentiality and privilege, and professional disciplinary issues.

Ms. Rich has first- and second-chaired a number of trials and evidentiary hearings in both state and federal courts, and also has represented clients in administrative hearings. She is a member of the Trial Bar for the Northern District of Illinois, has argued before the U.S. Court of Appeals for the Seventh Circuit and is a 2012 graduate of the National Institute for Trial Advocacy's national trial practice program.

Practices

Litigation and Dispute Resolution
Lawyer Ethics, Risk Management and Regulation

Industry

Legal Profession

Education

University of Michigan Law School, J.D.
Western Michigan University, M.A.,
Philosophy, *magna cum laude*
Western Michigan University, BBA, Business
and Economics, *magna cum laude*

Bar Admissions

Illinois
Michigan

Court Admissions

U.S. District Court for the Northern District of Illinois
U.S. District Court for the Northern District of Illinois, Trial Bar

SEO is a strategy to:

- increase search engine results
- create email open/click through rates
- have a call to action to get emails/calls

How is SEO done:

- MarCom helps to edit and proof content
- key is to insert in natural sounding way
- 2-3 keywords sufficient
- use the clients' terminology = relevancy
- terms should also flaunt your USP for what you focus on
- place in a title/headers/body content

As you further develop your practices, look to [Shari Levitan's bio](#) to build out your bio with **subheads for various client types**

Brand and Target Strategically

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

Emphasize the value that you deliver to the client that is different from each of your direct competitors

- Success record for comparable engagements
- Favorable client survey results
- Examples of innovation and responsiveness