



# in Strategic Communications



**When the UK Government announced the first Global Law Summit in London to celebrate the 800th anniversary of the sealing of Magna Carta, FTI Consulting helped make it a great success.**



**2015 marked the 800th anniversary of the sealing of Magna Carta, one of the most famous documents in the world, which established for the first time the principle that everyone - without exception – was subject to the rule of law.** In celebration, a number of events were organised, including a high profile conference for the international legal community.

The Global Law Summit brought together some of the world's leading academics, legal experts and government officials to champion the rule of law as the foundation for economic progress and fair societal development across the world. It also sought to celebrate the UK's unique role in the development of the global legal system.

Despite these positive intentions, as the event approached it began to attract substantial negative publicity in the media. With little over four weeks to go, and rising sponsor concerns about the PR strategy, FTI Consulting was asked to take over the communication and provide support to the social media campaign to promote the event.

Within the week, we had either visited or organised calls with many of the key sponsors who included 25 major global law firms, UK firms and other commercial organisations, to hear their concerns

and reassure them. We then reached out to all of the well-known speakers in order to secure their agreement to author comment pieces on their behalf. Additionally we proactively worked with key legal journalists to provide them with spokespeople. This media relations campaign resulted in vital coverage in the national press, including the influential Times Law supplement, in the days leading up to the conference.

Knowing that further negative publicity was likely, including street protests on the day by opponents of the legal aid reforms, we also helped to map out a crisis communications plan.

During the days of the conference itself, our team managed all of the media relations and supported the social media activity, and worked with more than 50 journalists, including from the BBC, Wall Street Journal, Financial Times, Guardian, Reuters, Bloomberg,





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France 24, Ria Novosti and Handelsblatt to secure considerable national and international coverage, to secure considerable national and international coverage. Our social media activities

were especially successful, increasing the number of Twitter followers of the event by 58% and securing a Twitter reach of 74.3m.

UTCOME

**ULTIMATELY, THE GLOBAL LAW SUMMIT WAS A TREMENDOUS SUCCESS, REACHING ALL OF ITS SALES TARGETS AND ATTRACTING OVER 2000 DELEGATES FROM MORE THAN 100 COUNTRIES.**

The event not only proved a fitting way to celebrate this significant anniversary, but also successfully highlighted London's pre-eminence as a global legal centre.

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