

# CASSELS BROCK



Cross-vertical story development / media relations / spokesperson training / contributed articles

## Assignment

Cassels Brock is a Canadian law firm focused on serving the transaction, advocacy and advisory needs of the country's most dynamic business sectors. Core practice areas include mergers and acquisitions, securities, finance, corporate and commercial law, litigation, taxation, intellectual property and information technology, international business and government relations. As one of the largest business law practices in Canada with 200+ lawyers, Cassels Brock turned to Idea Workshop to establish awareness for the various practice areas among business, trade and industry media. Specifically, to elevate Cassels Brock's brand profile in Canada as a collaborative firm, to be seen as thought leaders in multiple practice areas, to increase the profile of individual lawyers as thought leaders, and to generate press coverage that supports business development goals.

## Strategies

Idea Workshop began by launching a 12 month media relations campaign to establish awareness for various practice areas among business, trade and industry-specific media. We work with the marketing team to identify priority practice areas and work concurrently with lawyers when needed, to develop expertise awareness through media exposure for individual marketing groups and the firm as a whole. We built and regularly update media lists deliberately targeted to each practice area, and establish editorial calendars to identify relevant media opportunities. As well, we proactively identify and capitalize on topical news and trend stories in the media and offer viewpoint to secure media coverage and promote thought leadership. Story ideation comes through daily research and story mining to develop compelling, topical narratives to secure positive story placement across print, broadcast and online media in key markets. We pitch dailies, online, business and legal press for profile pieces, co-authored by two or three lawyers where possible, to highlight the firm's integrated offering and collaborative approach.



## Results

- Commentary and contributed articles from Cassels Brock lawyers, co-authored by multiple lawyers where possible, in Report on Business, National Post, Financial Post, BNN, ITBusiness.ca, CBC, ConnectionsPlus.ca, ITWorldCanada.com, Lawyers Weekly, Lexpert, Playback, Canadian Underwriter and more
- 10 million+ media impressions with 18+ articles as of September 2016



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### Growth opportunities for Canadian tech with private equity

**JAKE BULLEN**  
HEAD OF PRIVATE EQUITY  
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## Nest's move to stop supporting Revolv smart hub leaves customers with costly 'brick'

Internet of Things customers need to be aware what will and will not work without internet

By Emily Chung, CBC News | Posted: Apr 06, 2016 8:00 AM ET | Last Updated: Apr 06, 2016 11:02 AM ET

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Arlo Gilbert uses the Revolv hub and app to manage the motor sensors, lights and other parts of his smart home security system. (Amazon)

**Benefits** CANADA

## Sounding Board: What employers need to know about Bill 132

Laurie Jessome | May 2, 2016

With Bill 132, Ontario's Sexual Violence and Harassment Action Plan Act, receiving royal assent at the Legislative Assembly of Ontario in March, there are key details for employers to be aware of, particularly the amendments to the Occupational Health and Safety Act (OHSA), or Bill 168.

Employers are accountable for revisiting their workplace violence and harassment policies, and developing new training protocols before

September 2016. Here are three key details to know:

- 1. 'Workplace harassment' definition fine-tuned**

Workplace harassment will be redefined to include engaging in unwelcome comments or conduct because of sex, sexual orientation, gender identity or gender expression, and making unwelcome sexual advances where the offender is in a position to confer, grant or deny a benefit or advancement against a worker. To minimize abuse of the terms, the amendment clarifies that "reasonable actions" taken by an employer relating to the management of workers or the workplace is not harassment.

- 2. Crack down on training and instruction**

Employers will be required to develop written programs, to be reviewed "at least annually," that formally respond to harassment issues. Programs must include measures for reporting incidents to an outside source if necessary, affirm information remains confidential unless required by law, and set out how incidents will be investigated, which includes how the parties involved will be made aware of outcomes and corrective action. While Bill 132 requires employers to provide formalized program training, the bill does not specify how it must be delivered, giving employers flexibility to personalize training to suit the workplace environment.

**CANADIAN UNDERWRITER.ca**  
Canada's Insurance and Risk Magazine

## Claims Against Directors

Shareholders' lawsuits alleging misrepresentation, pollution clean-up orders and privacy breaches are some of the major trends that could influence directors' and officers' (D&O) liability claims in Canada, experts suggest. The Supreme Court of Canada in December paved the way for class action lawsuits against a major Canadian bank and a motion picture firm - as well as directors and officers of each firm - arising from a drop in share price. Meanwhile, a clean-up order issued to directors of an insolvent Ontario manufacturer "set off alarm bells" among corporate directors, one lawyer reports.

By: Greg Meekbach, Associate Editor | 2016-01-01

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## Ottawa should create cyber threat advisory committee, says security lawyer

