

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

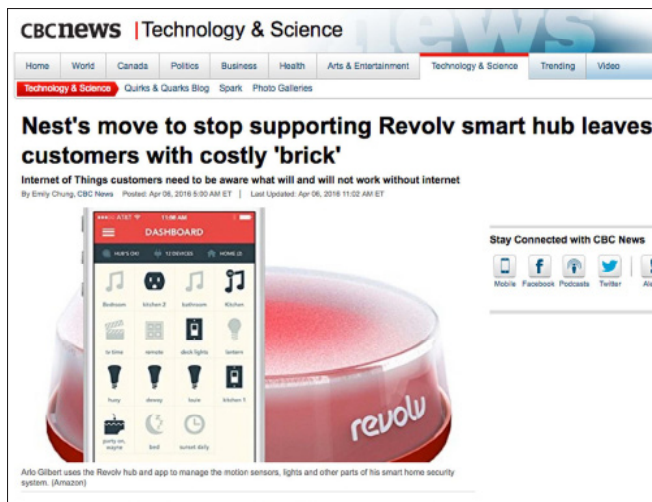
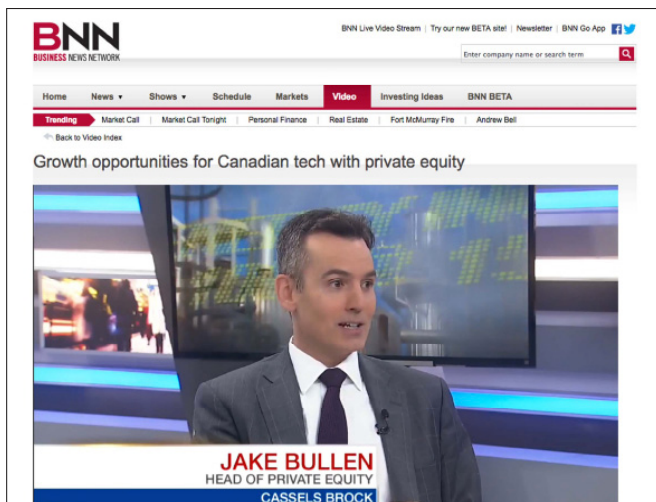
Idea Workshop began by launching a 12 month media relations campaign to establish awareness for various practice areas among business, trade and industry-specific media. We work with the marketing team to identify priority practice areas and work concurrently with lawyers when needed, to develop expertise 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






Benefits

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**
Employees 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 Meckbach, Associate Editor
2016-01-01

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IT WORLD CANADA

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Ottawa should create cyber threat advisory committee, says security lawyer

NATIONAL POST

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FULL COMMENT

Ahmad, Hylton & Karn: It's time to beef up our cyber defences

IMRAN AHMAD, MARLENE HYLTON AND REINER KARN, NATIONAL POST | January 18, 2016 | Last Updated: Jan 19 8:28 PM ET
More from National Post



U.S. army soldiers use computers at Combat Outpost Noker in the Arghandab Valley north of Kandahar April 14, 2011. The U.S. military has been launching cyberattacks against its opponents in Afghanistan, a senior officer said last week. Marine Lt. Gen. Richard P. Mitro didn't go into detail as to the nature or scope of his forces' attacks, but experts said that such a public admission that they were being carried out was itself striking.

THE GLOBE AND MAIL

Report on Business

14 • REPORT BUSINESS • THE GLOBE AND MAIL • THE BELL, SEP 14, 2014

CAPITAL MARKETS

Will the OSC whistle-blower program change the game, or just get played?

ROBERT BERMAN
LARA JACKSON

The Ontario Securities Commission (OSC) is set to launch a new whistle-blower program on Thursday. The recently announced program replaces the regulator established by the U.S. Securities and Exchange Commission (SEC) several years ago and will pay up to \$100,000 in rewards for credible, confidential information that leads to a conviction or settlement of a securities law violation.

The OSC program promises to pay whistle-blowers up to \$100,000 in rewards for credible, confidential information that leads to a conviction or settlement of a securities law violation.

Serving Canada's Legal Community Since 1983 THE LAWYERS WEEKLY

Tide turns on securities class actions

Tighter screening and proactive strategies have public companies winning at leave stage

By Wendy Berman and Lara Jackson
July 15 2016 issue

Recent developments in securities class actions in Canada suggest a positive sea change for public companies, officers and directors included, in defending against costly claims for secondary market misrepresentation. The combination of a confirmed rigorous screening test at the preliminary leave stage and the deployment of proactive defence strategies have recently proved fatal to proposed securities class actions.



Until recently, there was some uncertainty regarding the efficacy of the gate-keeping function provided by the statutory screening mechanism, which requires a plaintiff seeking to commence a statutory secondary market liability action to first prove that: (1) the claim is being brought in good faith, and (2) there is a reasonable possibility that the plaintiff will succeed at trial.

In two key decisions in 2015, *Theratechnologies Inc. v. 121851 Canada* [2015] SCC 18 and *Canadian Imperial Bank Commerce v. Green* [2015] SCC 60, the

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Apple backdoor court order being watched in Canada

Apple is being watched carefully in Canada, technology companies that make products with

Apple is being watched carefully in Canada, technology companies that make products with

connections+

The magazine for ICT professionals

Role of ICT professional critical in countering cyber threats

March 3, 2016 at 3:57 pm
by Marlon Hylton

When it comes to cybersecurity, every member of an organization — from the receptionist to the chairman of the board — has an important role to play. As a result of some recent high-profile cyber attacks, boards and senior management in Canadian companies are under increasing pressure and scrutiny to ensure their organizations are "cyber ready".

This is in part because a major cyber attack not only can affect business continuity, stock price and business reputation, but also can result in litigation with board members and business managers potentially being accused of negligence in their fiduciary duties.

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Len Glickman new chair-elect of ABA Forum

Glickman's appointment marks the first time a Canadian will chair the U.S. bar organization, which is dedicated to the entertainment and sports law industries.

By Juliana Cusenza

Toronto lawyer Len Glickman has been named chair-elect of American Bar Association (ABA) Forum on the Entertainment and Sports Industries.

The ABA Forum is the largest U.S. bar association dedicated to entertainment and sports law. Glickman's appointment to the post marks the first time a Canadian lawyer will chair the organization.

Glickman is a partner in Toronto- and Vancouver-based law firm Cassels Brock's entertainment and sports law group. His client roster on the firm's TV side has included Decade Entertainment, Pyramid Productions and Steve Nash's Meathawk Productions and on the music side his clients include Shawn Mendes, Feist, The Tragically Hip and a Talk host Ben Mulroney.

TAGS:
American Bar Association (ABA) Forum on the Entertainment and Sports Industries, Len Glickman

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