

PR update report



Monthly report: March 2017

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Summary:

This month's main story was the appointment of Carl Lygo to ACL Training, which was well received. In total ten pieces of coverage were received, including FK's comments on fixed-recoverable costs. We've also drafted three articles on behalf of council members and various marketing copy (see additional activity).

Releases and comment:

ACL Training appoints BPP University founder as first chair, release drafted and sent on 3/3.

Comment from FK on Jackson's comments re: fixed-recoverable costs sent on 8/3.

Coverage achieved:

Solicitors Journal: <https://www.solicitorsjournal.com/news/201703/jackson-lj-considering-%E2%80%98intermediate%E2%80%99-litigation-track> (7/3)

The Times – Brief: <http://thetimes.co.uk/thebrief/signup/archive.html> (8/3)

New Law Journal: <https://www.newlawjournal.co.uk/content/professor-carl-lygo-acl-training> (8/3)

Litigation Futures: <http://www.litigationfutures.com/news/jackson-floats-idea-intermediate-track-fixed-costs-cases> (8/3)

The Times – Brief: <http://thetimes.co.uk/thebrief/signup/archive.html> (9/3)

Legal Cheek: <http://www.legalcheek.com/2017/03/bpp-university-chief-exits-after-20-years-at-legal-education-giant/> (9/3)

Law Society Gazette: <http://edition.pagesuite-professional.co.uk/Launch.aspx?EID=a9b50c4a-b4b2-45c3-adf5-bc633fb0ed07> page 6 (13/3)

LawCareers.net: <https://www.lawcareers.net/Information/News/BPP-founder-and-CEO-Carl-Lygo-leaves-takes-role-at-ACL-Training-13032017> (14/3)

Solicitors Journal: PDF only (14/3)

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New Law Journal: <https://www.newlawjournal.co.uk/content/jackson-fixed-costs-long-view> (15/3)

Additional activity:

- NR drafted article on behalf of SD for *Solicitors Journal* sent on 24/2; see coverage above.
- NR drafted copy for Manchester conference brochure and sent to DP on 8/3.
- NR drafted latest blog for *New Law Journal* on behalf of FK, sent to publication on 10/3; see coverage above.
- NR drafted revised copy for Costs Lawyer Qualification ad and sent to DP on 13/3.
- NR drafted article on Merrix for *PI Focus* on behalf of FK, sent on 17/3; await coverage.
- NR drafted latest copy on behalf of FK for *Solicitors Journal*. Sent on 23/3. Await coverage.
- NR drafted email copy for members launching new website and sent to DP on 31/3.
- NR edited DC's article for *New Law Journal* and sent to him for approval on 31/3.

Planned activity for April:

- Send FK's article for *Thomson Reuters Dispute Resolution Blog*.
- Submit articles for *Solicitors Journal* and *New Law Journal*.
- Prepare survey for Manchester conference.

ENDS