

PR update report



Monthly report: November 2020

Two pages

Summary:

This month saw ACL's online conference attended by two journalists, namely John Hyde of *the Law Society Gazette* and Rachel Rothwell of *Litigation Funding*. *The Law Society Gazette* referenced the ACL as part of its news story on Master James' comments, this was also picked up by *Business Fast*, while *Litigation Funding* is planning to draft a news piece in its next issue on Lord Justice Briggs' presentation.

At the same time, we also devised and launched our annual survey to coincide with the above event. In total, a healthy 126 responses were received and we are in the process of drafting a press release on the results.

Thanks to our regular article commitments, coverage also appeared in *New Law Journal* and *Thomson Reuters Dispute Resolution Blog*.

Coverage achieved:

Law Society Gazette: <https://www.lawgazette.co.uk/news/master-warns-of-tougher-line-on-rogue-costs-bills/5106425.article> (14/11)

Business Fast: <https://www.businessfast.co.uk/master-warns-of-tougher-line-on-rogue-costs-bills/> (14/11)

New Law Journal: PDF only (20/11)

Thomson Reuters Dispute Resolution Blog: <http://disputeresolutionblog.practicallaw.com/the-costs-dilemma-in-claims-against-multiple-defendants/> (24/11)

Additional activity:

- 2/11: Edited DC's latest blog for *Thomson Reuters* and sent back to him with comments.
- 5/11: Revised version of above article sent to publication. See coverage above.

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- 5/11: Sent invite to various members of legal media ahead of the annual conference. Attended by Rachel Rothwell, *Litigation Funding* and John Hyde, *Law Society Gazette*. John Hyde wrote story and Rachel Rothwell is planning to cover in the next issue of *Litigation Funding*.
- 5/11: Members questionnaire drafted in lieu of usual annual conference survey and sent to CG/FK for sign-off. Signed-off and uploaded to SurveyMonkey. QR code and survey link sent to DP.
- 5/11: Call with CG/FK to discuss strategy.
- 16/11: Drafted article on behalf of FK for *Litigation Funding* and sent to publication.
- 24/11: Liaised with AG and *Thomson Reuters* re: next blog topic. Agreed. AG drafting for 3/12.
- 30/11: Closed members questionnaire with 126 responses gathered. NR drafting release of results for release in December.

Planned activity for December:

- Submit latest article to *Thomson Reuters* and *New Law Journal*.
- Draft and distribute annual members survey press release.

ENDS