



Request for Proposal for Public Relations Agency

Agencies are invited to submit a proposal to become the public relations agency of record for the law firm of Gunster, Yoakley & Stewart, P.A. The goal is to engage the public relations agency in April 2013 for an initial term of one year.

Proposals must be submitted by **5:00 pm on March 27, 2013** for consideration. Proposals are to be submitted electronically (only) to Jenni Garrison at the email address below.

Primary contacts: Jenni Garrison, Director of Corporate Communications (561)-804-4350
Carrie Hanna, Chief Strategy Officer (561)-650-0647

Questions should be directed via email to Jenni Garrison jgarrison@gunster.com.

I. Company Overview

For over 85 years, Gunster has had a significant presence among corporate law firms in Florida. Our long history and presence in every major commercial market in Florida allows us to bring in-depth knowledge, relationships, perspective and a high level of performance to our clients with business interests in Florida. Since 1925, we have distinguished ourselves by our ability to handle the most complex of transactions to the greatest advantage for our clients.

Gunster operates with more than 165 attorneys divided among 18 networked practice areas. Our attorneys and government consultants are highly experienced and well-respected in a variety of disciplines. Each Gunster attorney is outstanding in his or her specific practice area, but these committed individuals also work as a team - both within each practice and across various practices, always with the support of over 200 professional staff and team members statewide. This intensely collaborative approach serves our clients well, as it means we can draw on as many practices as needed to best serve a client's interests. It is important to note that while we reside in 11 offices across the state, the attorneys work within practice areas—designated by their legal discipline—thereby allowing the best attorneys to service the client, whether or not they reside in the same geographic region.

Gunster firm leadership is comprised of a Board of Directors led by our Chairman, George LeMieux. Our Managing Shareholder, Bill Perry, works in tandem with the Board to implement the overall strategic goal of the firm: to be Florida's best commercial law firm. Until the mid-2000's, we were largely considered a south Florida law firm. Under a strategic plan adopted in 2008, Gunster grew quickly from six offices in southeast Florida to 11 offices statewide. Major recent expansions include Tallahassee, Jacksonville, Tampa and Orlando. Our growth has not been limited to geography, as our attorney numbers have increased year over year, as well as our gross revenues. In 2012, the *National Law Journal* ranked Gunster among its Top 250 largest law firms, our first time appearing on this national list.

The firm's strategic plan guides our growth, recruiting, client development and marketing goals, as well as practice group objectives. The plan is reviewed each year through a series of meetings between our firm leadership, shareholders and practice group leaders who measure the success of the prior year against the strategic plan and evaluate our needs going forward. We then determine our business development initiatives, market priorities and practice/ industry areas of emphasis for the following year.

II. Product Overview

Gunster's tag line is Florida's Law Firm for Business. This is truly reflective of our clientele and our goal to be Florida's best commercial law firm for the largest companies in Florida and those with an interest in Florida. We do not practice criminal, family, or personal injury law nor insurance defense.

We are primarily corporate lawyers representing commercial interests, however our client profile is two-fold:

1. Corporate Clients: Middle-market and larger operating businesses – generally based in Florida or with significant operations in Florida. Exceptions include clients who utilize the foreign expertise of our banking, immigration, and leisure and resorts practice areas.
2. Private Wealth Services Clients: High net-worth individuals who rely on Gunster for all manner of wealth services including: trusts and estates, legacy planning, charitable giving, probate litigation, guardianship issues, and more. Some of these clients are strictly individuals who reside in areas of wealth where we have a presence (Palm Beach, Vero Beach, Ocean Reef) and some are the CEO's of the companies we represent in the management-side services offered by the firm.

Our main statewide competitors include Shutts & Bowen; Gray Robinson; and Carlton Fields. We also consider Greenburg Traurig; Holland & Knight; and Akerman to be competitors within Florida, even though they have offices outside of Florida. Carlton Fields has two offices outside of Florida and is largely still considered a 'Florida firm'.

We see an opportunity for Gunster to grow into our statewide platform and position ourselves as a major legal firm in the markets where we have a presence. One challenge is that clients do not hire firms—they hire attorneys. Thus, we need to connect our attorneys both with our statewide platform and brand, but also with the local community in which they work.

III. Scope of Work

The agency is requested to:

1. Develop a strategic public relations plan for the law firm incorporating elements as identified below.
2. Provide ongoing planning and consultation to the leadership of the firm's marketing and communications department to best position the firm with appropriate audiences.

- As a partner and an extension of the department, the agency will be expected to work in tandem with the department, striving to support the firm’s overall strategic goals and the particular objectives of the department. They will be in frequent contact with the Director of Corporate Communications and meet regularly with this Director and the firm’s Chief Strategy Officer.
 - The agency is expected to determine an appropriate mix of local, regional, national and industry/ trade media outlets to achieve the positioning desired by the firm.
 - Agency is asked to coordinate with firm staff and provide guidance on social media outreach and SEO of PR content as it is developed.
3. Position our attorneys as experts on key topics to targeted audiences.
 - Audiences may include general counsel of Florida businesses, CEOs, business owners and investors, industry leaders and companies with business interests in Florida.
 - Priority industry sectors include real estate and land development; trade, transportation and logistics; agriculture; healthcare; technology and energy. These needs may adapt on a semi-annual basis, however, targeting trade associations and industry publications will be a critical part of the mix of our public relations efforts.
 - Speaking engagements and writing opportunities are both considered part of this mix.
 4. Develop an understanding of and raise awareness of the firm’s multiple practice areas to target audiences.
 - Using key attorneys in different practice areas, the agency should work to place our attorneys as expert sources on topics and trends which are timely in the news cycle.
 - Although the firm has 18 multi-disciplinary practice areas, there are 4-6 areas which will take priority on a rotating basis due to current events, industry trends, major events or other key factors. The firm will communicate with the agency about priority areas for each quarter.
 5. Support branding and positioning efforts for both attorneys and the firm overall.
 - Connecting key attorneys to their respective (local) markets is a challenge while trying to brand ourselves as a large firm with a statewide platform. The agency is expected to devise PR initiatives which support this effort by using attorney-specific campaigns, identifying high-profile speaking opportunities, and leveraging unique community or business organizations to position key attorneys.
 - Raise the profile of the Gunster law firm within the legal industry outside of Florida by establishing us as a statewide firm with depth and reach as a commercial practice. This will further develop our referral networks among corporate counsel and business leaders outside of Florida and elevate Gunster within the legal industry in target areas including the Northeast, Chicago, and Washington DC.

IV. Agency Selection Criteria

Standard metrics (experience, ability to achieve objectives, creativity, chemistry and pricing) will be used to judge respondents. Additional criteria include the ability to demonstrate:

1. Understanding of the professional services industry and what it takes to earn and retain a client.
2. Statewide reach for media markets. Major markets of focus include Miami, Jacksonville, Tampa and Orlando while still supporting south Florida and Tallahassee.
3. Experience and success in creating and implementing a results-driven public relations campaign for regional or statewide corporate clients.
4. Ability to move agreed upon initiatives forward and flexibility to respond to media requests with minimal direction from firm representatives.

Initial responses will be reviewed by leadership of the marketing and communications department. Agencies invited to presentations will meet with department and firm leadership.

V. Budget

The firm is looking to retain an agency for the above scope of services for \$8,500 per month and is prepared to execute a contract in the term of one year with a 30-day cancellation provision by either party. The monthly retainer will include public relations plan development and implementation as described in the scope of services. The firm acknowledges additional services will be charged as a separate fee and is open to recommendations from the agency for such services.

VI. Timeline of Evaluation

RFP document distributed to agencies: March 8

Deadline for agencies to provide notification on intent to participate in review: March 13

Company availability for agencies to schedule inquiry calls (if desired): March 18

Completed RFPs due: March 27 by 5:00 pm

Notify agencies on whether or not they advance to the next round of the review: April 2

Final team presentations: April 8 – April 12

Agencies notified of final selection: April 15

Start date for new agency: April 22

VII. Request for Proposal

Agency Overview

Provide a brief overview of your agency history and philosophy.

Provide an in-depth list of your agency capabilities.

Describe how your agency differentiates itself from your competitors.

Client-Related Questions

Please provide a current client list.

Do you have any clients that might pose a conflict to managing our account?

Please list some clients you've had long-term relationships with and describe why the relationship has been successful.

Account Team-Related Questions

Describe the team structure and how resources would be allocated to us.

Please provide brief bios for the team you would assign to our account.

Please provide client references for the PR representatives.

Who would be responsible for managing timelines and budgets?

How do you handle a change in agency representatives to the account?

Industry Experience-Related Questions

Describe your experience within the legal services industry.

Please provide case studies demonstrating your familiarity within the legal industry or others relevant to our business profile.

Please list any media, analyst or online influencer relationships you have within the legal industry.

Describe your relationships with media in our key geographic markets.

Program-Related Questions

Describe how you would address the strategic communications needs and reach the program's audiences based on the objectives, strategy and tactics provided.

Provide us with a 90-day plan on how you would manage our account; prioritize campaigns and the results you expect to achieve.

Describe how you plan to expedite your team's learning curve and ensure a smooth transition.

Budget-Related Questions

How do you bill for services?

Given our budget, please describe how you would allocate resources in accordance with the program you outlined and the team you have identified.

What is your mark-up for project managing other service vendors and/or for out-of-pocket expenses?

END