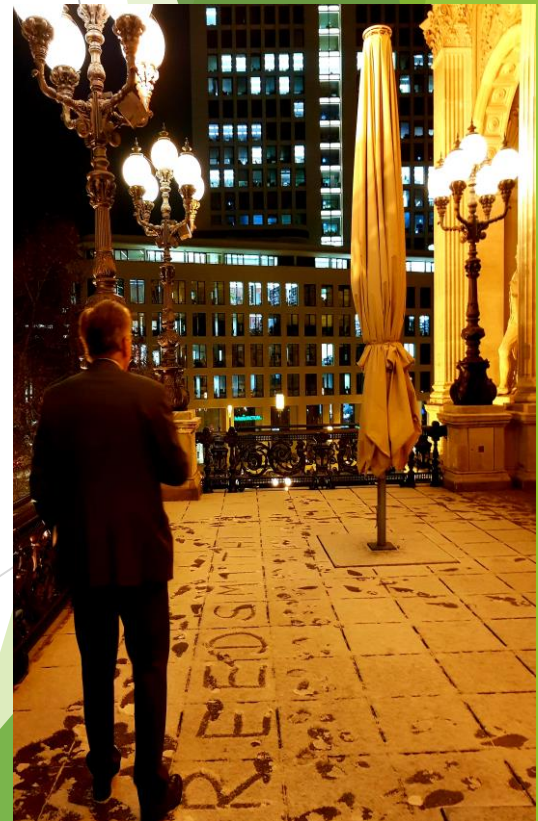


# Our unique counselling skills

International  
law firms

# for your individual development in Germany!



1



# What's your challenge?

Being an international law firm in Germany, please ask yourselves:

## (1) WHY should German stakeholders choose to work with (2) YOU (3) HERE?

From your international perspective, you are very special. The German perspective is different:  
– e.g., a broad choice of law firms, local + well-known competition, pressure to justify the choice.

#	Juves law firms in Germany: ranking as of October 2019	Turnover (Mio. EUR)	% Change on prior year	Number of professionals
1	Freshfields Bruckhaus Deringer	441,80	9,0%	508
2	CMS Hasche Sigle	322,60	2,0%	549
3	Hengeler Mueller	249,00	3,3%	278
4	Noerr	229,40	12,8%	366
5	Hogan Lovells	219,20	11,9%	349
6	Linklaters	213,40	3,0%	299
7	Gleiss Lutz	200,20	2,7%	282
8	Luther	190,20	30,9%	401
9	Heuking Kühn Lüer Wojtek	177,00	18,4%	361
?	WHERE	ARE	YOU	?





# In this situation,

just doing the usual “newsletter-social media-job” will not be sufficient to be heard.

Your stakeholders are already **flooded** by information!

There is a wide variety of well-respected legal newsletters: e.g. JUVE Newslines, LTO-Newsletter, Platow Recht. Almost all international law firms know how to knock on stakeholders' doors. Random examples as sent to aHa:

The future of cartel damages claims in Europe. Thursday, 28 November 2019. Together with NERA Economic Consulting and in cooperation with our partners Deutscher AnwaltSpiegel and UnitedLex, we will host another event from the series “Recht im Kunstverein” in the beautiful setting of the Frankfurter Kunstverein in the heart of the “new” Frankfurt Old Town. Invitation by Ashurst as of November 01.

Sehr geehrte Damen und Herren, liebe Kolleginnen und Kollegen, mit dem neuen, monatlich erscheinenden „Media Update“ möchte Arnold & Porter Sie auf aktuelle rechtliche Themen aufmerksam machen und über Neuigkeiten aus der Kanzlei informieren. Das Update finden Sie im Anhang. Über Feedback und Anregungen freuen wir uns. Letter as of November 14.

Anette, welcome to your [biweekly] tailored summary of legal news by Pinsent Masons.

We hope you find your round-up useful. Please do contact your usual legal representative if you have any issues regarding the topics raised.

With best regards,  
The Partners & Staff at Pinsent Masons.

Mit dem Hogan Lovells Kartellrechts-Radar (i.e., Antitrust news radar) informieren wir Sie quartalsweise über Neuentwicklungen, die Sie im Kartellrecht “auf dem Schirm haben sollten”. Unsere deutsche Praxisgruppe Kartellrecht besteht aus mehr als 25 Experten an vier Standorten für alle Fragen rund um das Kartell- und Wettbewerbsrecht - ob Fusionskontrolle, Kartellverfahren, Vergabe- und Beihilferecht oder Investitionskontrolle.







# Instead:

in a thoroughly  
structured process

Let's figure out  
your real goal

And then:



using top experts in both  
legal AND networking fields



Let's transport it!

4

# Be convincing: combine communications.



aHa helps you to create your optimal concept, implement the concept successfully, and then continually follow it up.

Communication primarily addressing ...	Multipliers (media and public opinion)
Print media	<ul style="list-style-type: none"><li>• Submissions for directories (<b>Juve, Legal 500, WirtschaftsWoche</b> - <i>others to be determined</i>)</li><li>• Press releases</li><li>• Press articles</li><li>• Signed articles in legal media, business press, trade and HR magazines</li><li>• Studies and analyses</li><li>• Special theme service, eg. “driving progress in law &amp; tech”</li></ul>
Online media	<ul style="list-style-type: none"><li>○ German website (<i>to be strengthened</i>)</li><li>○ Social media appearance (firm and/or representatives, LinkedIn, Xing, Twitter - <i>other media to be determined</i>)</li><li>○ Videos with interviews about legal and/or branch developments</li><li>○ Audio podcasts</li><li>○ Blogs</li><li>○ Press reviews</li></ul>
Face to Face meetings	<ul style="list-style-type: none"><li>▪ Lobbying for the firm - “Why talk to <u>US</u>, <u>NOW</u> ?”</li><li>▪ Networking events</li><li>▪ Press meetings</li><li>▪ Background discussions with the press</li><li>▪ Interviews</li><li>▪ Visiting editorial offices</li></ul>

# Besides,



aHa helps you to create your optimal concept, implement the concept successfully, and then continually follow it up.

... communication addressing ...	Clients - to be combined with communication using the multipliers
Print media	<ul style="list-style-type: none"><li>• Submissions for directories (Juve, Legal 500, WirtschaftsWoche - <i>others to be determined</i>)</li><li>• Brochures and letters</li><li>• Material for pitches and presentations</li><li>• Image advertisement</li><li>• Track records</li></ul>
Online media	<ul style="list-style-type: none"><li>○ German website</li><li>○ Webinars</li><li>○ Social media appearance (firm and/or partners, LinkedIn, Xing, Twitter - <i>others to be determined</i>)</li><li>○ Videos with interviews about legal and/or branch developments</li><li>○ Audio podcasts</li><li>○ Blogs</li><li>○ Newsletter</li></ul>
Face to Face meetings	<ul style="list-style-type: none"><li>▪ Seminars</li><li>▪ Client breakfasts or lunches</li><li>▪ Social events</li><li>▪ Academic lectures</li><li>▪ Panels</li><li>▪ Sponsoring</li></ul>

## For example ...



- ❖ Drafting and spreading press releases
- ❖ Drafting advertisements
- ❖ Redesigning homepages
- ❖ Thoroughly coordinating submissions and interviews by leading branch information providers **Juve and Legal 500**. Supervision and corrections. Actively proposing general arguments as to why aHa's clients deserve to receive special attention. In part offering aHa services in order to obtain additional personal interview slots.
- ❖ One of aHa's law firms becoming **Juve's Law firm of the year** for southwestern Germany in 2019 for the second time!
- ❖ Successfully asking important international directory Legal 500 to conduct **preliminary interviews** ahead of the official season - to the exclusive benefit of all of aHa's clients
- ❖ Successfully placing clients in leading newspapers: FAZ, Handelsblatt, ...

## For example ...



- ❖ Successfully lobbying with important business magazines such as **Focus** and **WirtschaftsWoche** which publish rankings
- ❖ Successfully placing clients in leading **legal papers** known to GCs such as BB, or in **major HR publications** e.g., JuraCon Jahrbuch
- ❖ **Internally and externally networking for aHa's clients:**  
e.g., placing them in events conducted by the leading in-house lawyers' association BUJ, or by Chamber of Crafts/Trade Rhein-Main
- ❖ Providing clients with **value added strategic material**,  
e.g., Dr. Schunder's books "*Recht 2030*" and "*Erfolgsfaktor Kanzleiidentität*"
- ❖ **Joining in clients' networking events** while  
inviting journalists and other stakeholders to participate, too
- ❖ **Lobbying** for clients as aHa's chosen law firms



# How does aHa support you as a team?

Being an engineer's daughter and a shipbuilder's sister, I made our motto



## “Navigare necesse est” (Pompeius)

In a nutshell, my team and I are

- ✓ – specialised in helping business law firms create more awareness of themselves in the German legal market.

That means, *we will not* try to sell you to your communication stakeholders *as if you were* a bank or a shoe factory. It is **all about law** and **only about law**!

- ✓ – thought leaders for our comprehensive approach in doing so.

That means, *we will not* roll out tediously adapted bubbles and diagrams to you.

Instead, this business is about sincerely determining where you are, and where we can position you in the market; and about analysing what is really feasible for YOU with regard to your USP, brand and claim.

- This is what we then will implement together.
- What finally highlights YOU in your stakeholder's eye - whether it be the press, distinguished clients or prospective young talents.

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Schunder Hartung as aHa's CEO is a recognized thought leader in the field of legal development and law firm communication.



Bucerius Law School authority Markus Hartung claims **Recht 2030** in **BRAK-Mitt** 2019, 246 f., as “overtly smart and worth reading”. BRAK-Mitt magazine is being distributed to all attorneys admitted in Germany.



**Erfolgsfaktor Kanzleikultur** has just been published by world largest ebook publisher Springer as their essential text on integrated law firm appearance concepts as key success factors.



**JuraCon Jahrbuch** is the most widespread HR yearbook in Germany. Dr. Schunder is chief-editor since 2011 as a freelance journalist.





# Formally speaking, our portfolio consists of

- ✓ Overall development of law firms internally + externally
- ✓ Strategic advice to attorneys, in-house counsel, consultants, media houses and legal departments of universities
- ✓ PR + Communication ... as successfully provided for many law firms over many years
- ✓ Certified coaching of professionals
- ✓ Systematic training of professionals, groups and firms
- ✓ Moderation of legal panels (also for major companies, with GCs, judges, ...)
- ✓ High-end networking due to aHa's extensive 30-year contact portfolio
- ✓ Special formats such as:

- ExpertenTalkshow (TV/video format)
- combined voice teaching



**WIE WIR VORGEHEN:**  
ZIELGERICHTETE  
KOMBINIERTE EINZELTRAININGS

**WIE WIR SIND:**  
ZWEI LANGJÄHRIG  
ERFAHRENE EXPERTINNEN

**FÜR FRAGEN STEHEN WIR IHNEN  
GERNE ZUR VERFÜGUNG:**

**Die Stimme**  
Institut für Coaching  
und Unternehmenskultur

**Strategische  
Kanzleientwicklung**

# aHa's team, p.1



Lead partner: **Dr. Anette Schunder Hartung**

Assistant to Dr. Schunder: **Marco Kaus**

Subcontracting agency in international business and online media/campaign matters: **Newskontor GmbH - Agentur für Kommunikation, Düsseldorf.**

- Newskontor is a PR agency specialising in corporate communication, advising banks, listed companies, and other corporations which are targets for law firms.
- The agency's head office is in Düsseldorf, in the vicinity of important stakeholders - companies and also media houses, thus broadening our basis.
- Constant lead partners in their team of thirteen are two of the three managing partners, **Marco Cabras** and **Jürgen Kurz**.



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# aHa's team, p.2 (selected partners)



Supporting agency in video and audio campaign matters: **Entertainmarket - Der PR Berater, Usingen**. Lead partner is **Dirk Rabis**, a specialist in visual PR with more than 30 years of experience in conception and distribution of visual content (YouTube clips, ExpertenTalkshow, ...)

Additional support in consulting matters, benchmarking and reporting issues: **Brenner Consulting, Göppingen**. Lead partner is **Julius Brenner**, business consultant and certified banking administrator.

Additional support in social media participation: **Communicake, Seeheim**. Lead partner is **Nina Kipper**, a dedicated specialist in positioning law firms and large legal events such as Legal @evolution Expo & Congress 2019 on Facebook, Instagram, Pinterest, ...

Additional support in the fields of research and analyses: (1) **CH Beck Verlag**, Frankfurt and Munich; (2) **Wolters Kluwer Deutschland**, Hürth/ Cologne; (3) **Deutscher Fachverlag**, Frankfurt; and (4) **Springer Fachmedien**, Wiesbaden.  
- These are the legal publishing houses with the strongest sales in Germany.

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# Some of our international PR clients



German offices of Reed Smith, leading Press and PR work, from 2019  
German office of Arnold & Porter, leading Press and PR work, 2015 - 2018  
Directory of 700 law firms '*Kanzleien in Deutschland*', chief-editor, 2011 - 2014  
Top 10 law firms; project developer - Frankfurt University House of Finance, 2011- 2012  
German-Austrian offices of Baker & McKenzie, leading Press and PR work, 2008- 2010



## Some Quotes in translation

“Being JUVE Law firm of the year in 2015, and now again in 2019 for the southwest of Germany, we really value good press and publicity work. Dr. Schunder Hartung advised us here in a comprehensive and knowledgeable way. We wouldn't want to miss her support in the future.”

**Rechtsanwalt Dr. Carsten Fuchs**; Partner, Kunz Rechtsanwälte Steuerberater;  
current Juve law firm of the year/sw, Koblenz, Bonn, Mainz

“Dr. Schunder Hartung is one of the best informed experts regarding all issues relating to the German lawyer market and questions of law firm management.”

**Rechtsanwalt Dr. Robin L. Fritz**, Managing Partner of FPS Fritze Wicke Seelig,  
a major German law firm, Berlin, Düsseldorf, Frankfurt, Hamburg

“Dr. Schunder Hartung knows how to pick out and tackle issues that are relevant to the future.”

**Rechtsanwalt Dr. Ingo Jung**, Partner, CBH Rechtsanwälte,  
a major German law firm, Köln, Berlin, Hamburg, München, Stuttgart, *et al.*



# More quotes



“Dr. Schunder Hartung has long-standing expertise in the fields of law firm marketing and development. She traces trends and developments in legal advice, law firm management and positioning, and she has a pronounced talent to analyze these with regard to different law firm structures and conceptions and to make appropriate recommendations in terms of implementation.”

**Rechtsanwältin Dr. Gabriele Fontane**, Partner Oppenhoff & Partner, a highly renowned German law firm, Frankfurt, Köln, Hamburg.



“Experience, competence, commitment - Dr. Schunder Hartung brings with her all of the prerequisites necessary to find answers even to the most complex matters of law firm management and to develop custom-fit solutions for lawyers. She knows her business!”

**Rechtsanwalt Dr. Thilo Mahnhold**, Partner JUSTEM Rechtsanwälte, a Spin-Off from Freshfields, Frankfurt.

“Dr. Schunder Hartung combines the professional competence of an expert with the analytical capacities of a lawyer, the sensitivity of a coach and a structured scientific work approach - without losing her pragmatic focus on the essentials.”

**Rechtsanwalt Peter Lotz**, Partner Mayrfeld LLP, a leading Legal Tech boutique, Frankfurt.



# Quotes from “Legal Future Heads”



“Those who are looking for more client orientation should talk to Dr. Anette Schunder Hartung.”

**Rechtsanwalt Dr. Jochen Brandhoff,**  
Head, Legal ®evolution Expo & Congress.

(The Legal ®evolution Expo & Congress is the leading legal tech fair in Germany.)

“We are cooperating very closely with Anette Schunder Hartung. aHa is a very strong brand. **I do admire this brand.**”

**Marc Morawietz,** Marketing Head,  
Wolters Kluwer Deutschland.

(The AnwaltsZukunftskongress is the leading legal future congress for lawyers in Germany.)





## Finally: more than words ...



Impressions of this year's aHa summer event hosted by Beiten Burkhardt.

To the right you can see, *inter alia*, partners of the law firms Rödl and Baker & McKenzie (both 'Top 20' law firms in Germany).

Further guests were the GCs of Santander Group, Leica AG, RWE-eprimo and Flaschenpost SE.

(See the aHa homepage for more pictures.)



# Wrap-Up

- ✓ aHa is your recognized thought leader.
- ✓ aHa works with a solid team structure.
- ✓ aHa closely knows law firms, stake holders,  
AND the communication business.
- ✓ Let's talk:
  - ✓ [schunder@aha-entwicklung.de](mailto:schunder@aha-entwicklung.de)
  - ✓ +49 1573 688 6979
- ✓ Let's get started together in 2020!

