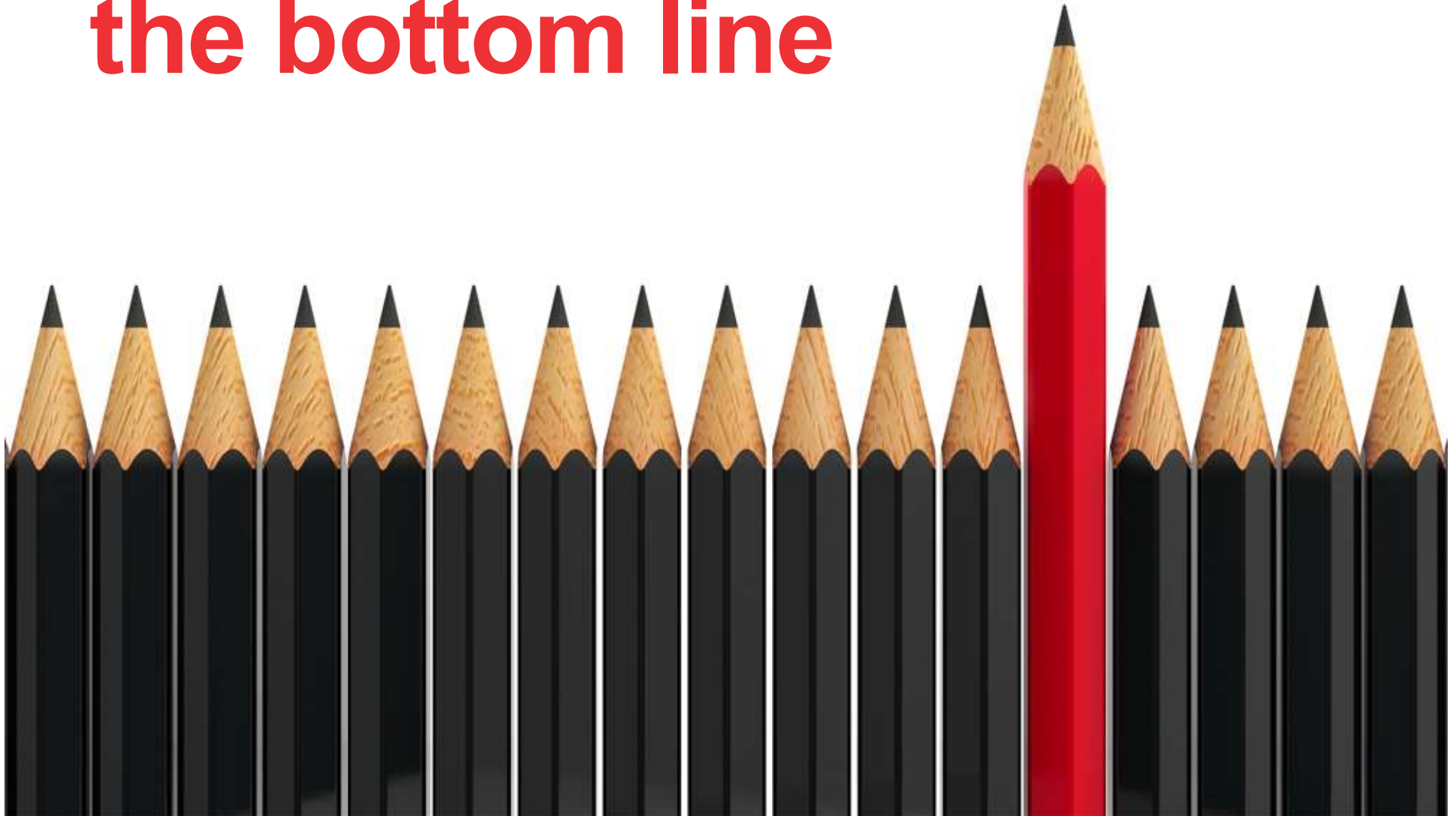
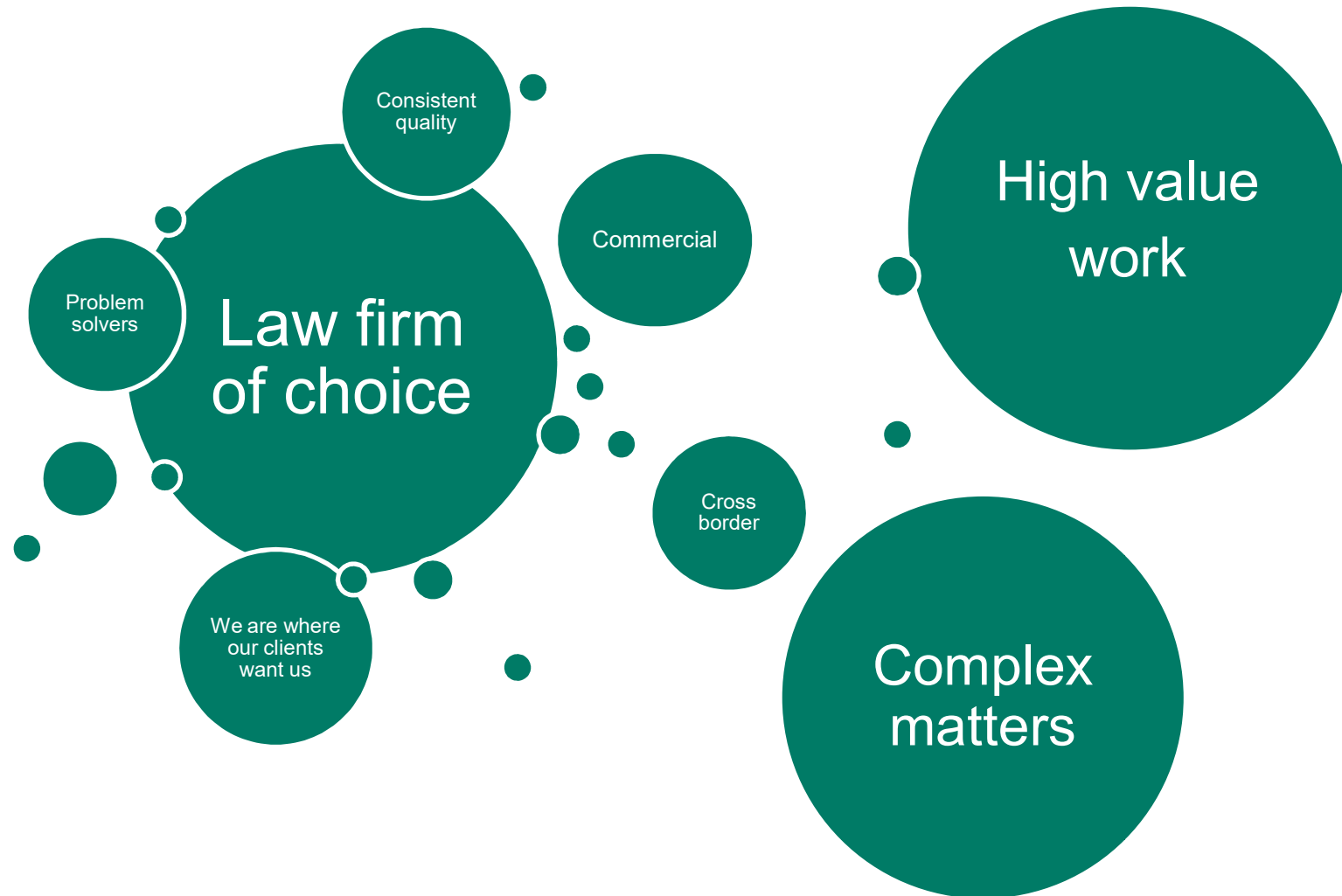


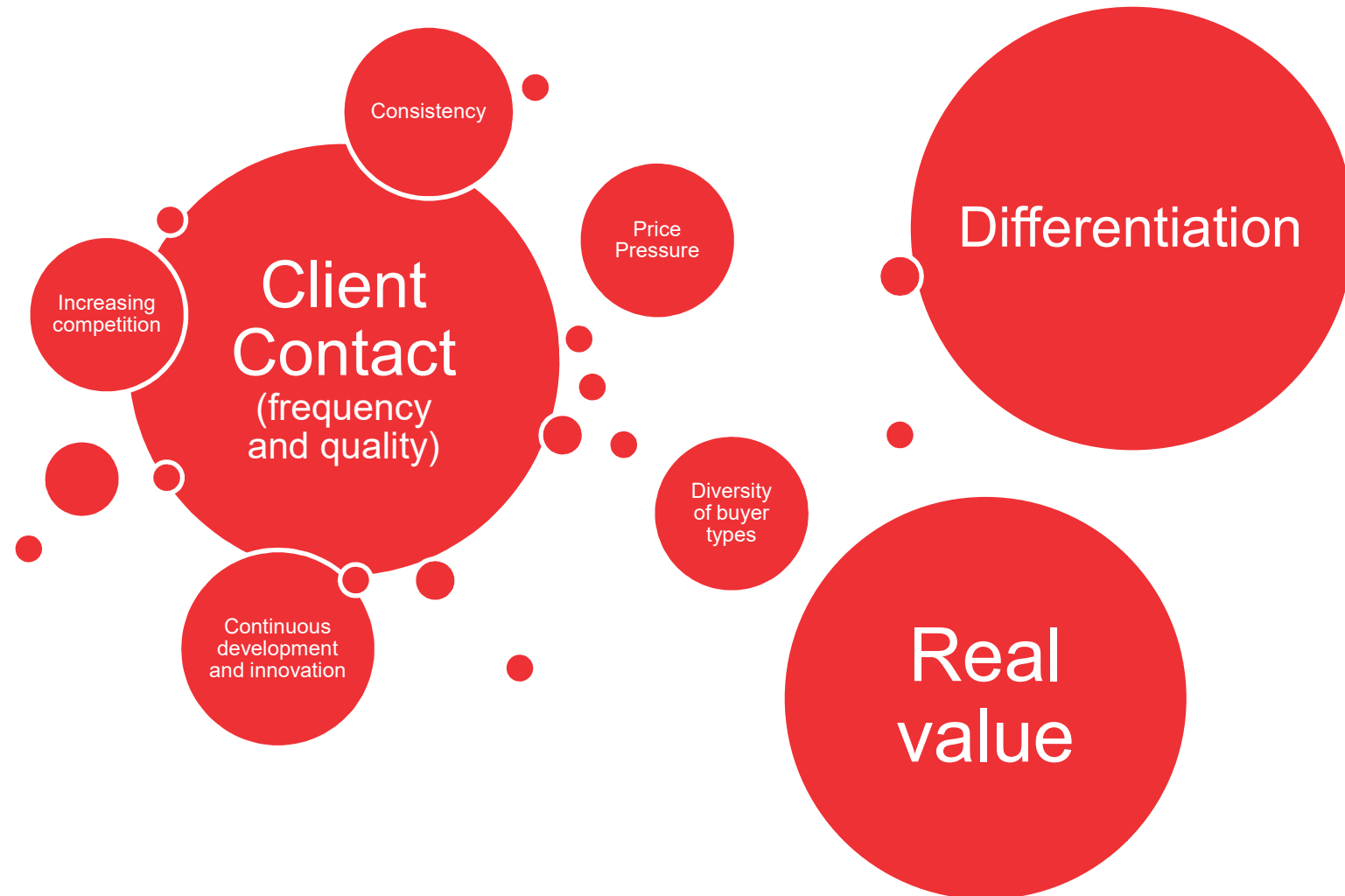
# Marketing & the bottom line



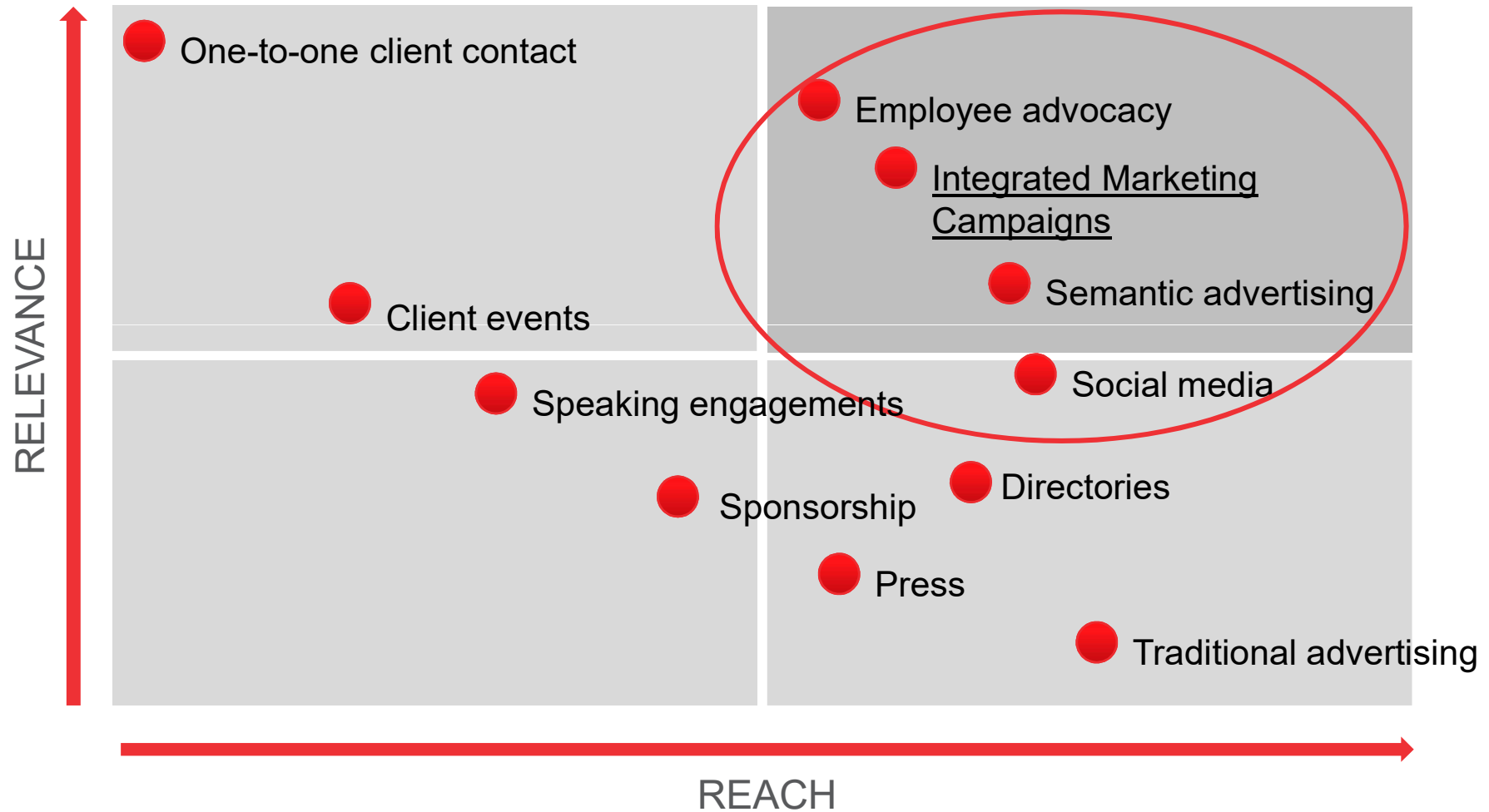
# Law firms: Similar aspirations?



# Law firms: Similar challenges?



# The old and the new





**Baker  
McKenzie.**

# CONNECTED COMPLIANCE

The business case for  
compliance integration

# Connected Compliance Campaign objectives

- **Integration:** to bring compliance-related initiatives at Baker McKenzie under one branded umbrella.
- **Awareness:** Cement our authority on compliance issues in the UK market.
- **Assessment:** Provide clients and prospects with a benchmark of their own compliance compared to others in their industry in order to facilitate **meaningful client conversations.**
- **Action:** Create a call to action for connected compliance with a view to securing profitable client conversations

# Connected Compliance Research demographics



**1400+** interviews across  
three key roles at large multinationals:

- Head of Compliance/  
Chief Compliance Officer
- General Manager/MD
- Head of Strategy/CSO/BD Director

## And six sectors:



Industrial and  
Automotive (87)



Consumer Goods  
(134)



Energy and  
Infrastructure (60)



Financial  
Services (138)



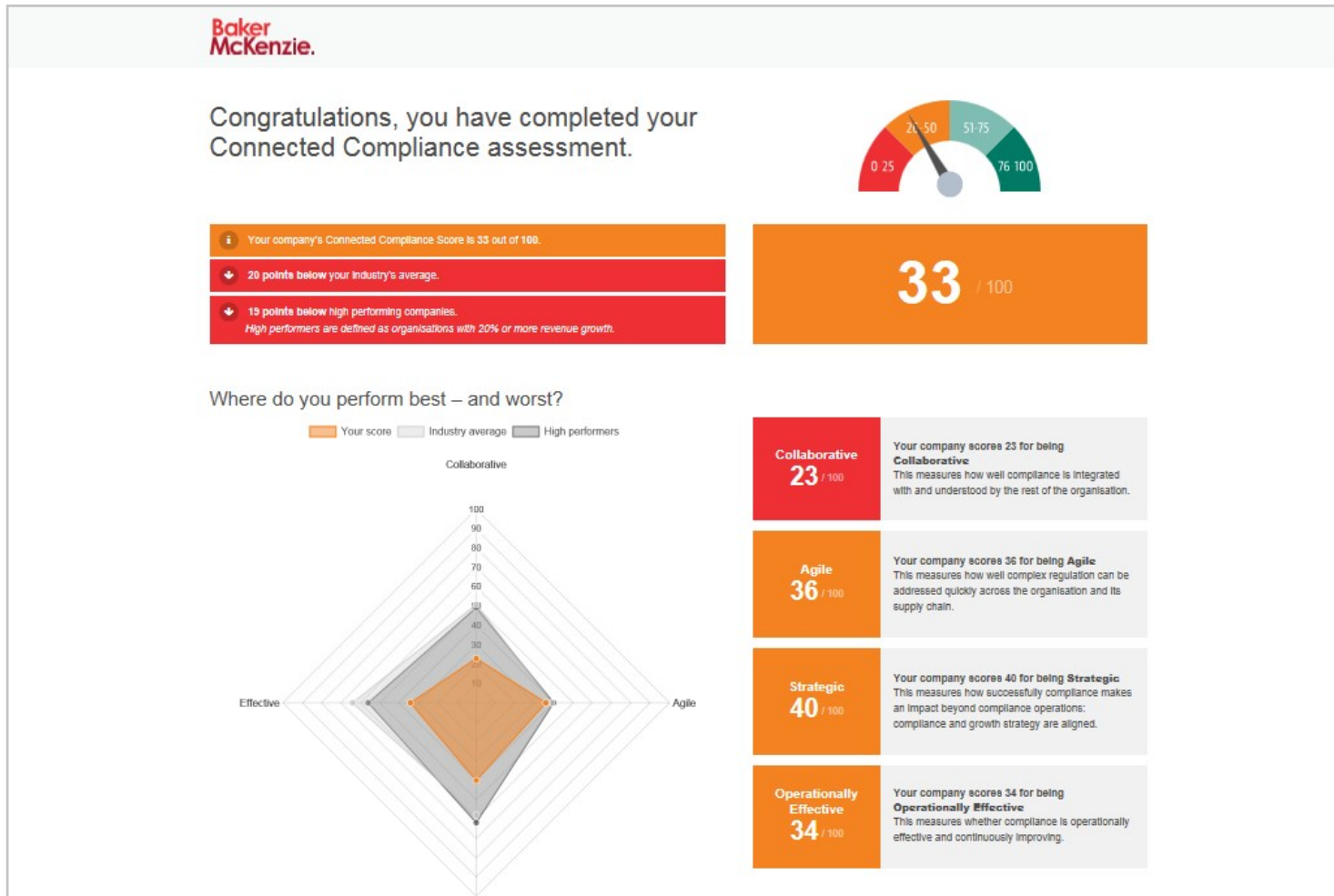
Healthcare and  
Life Sciences (68)



TMT  
(50)

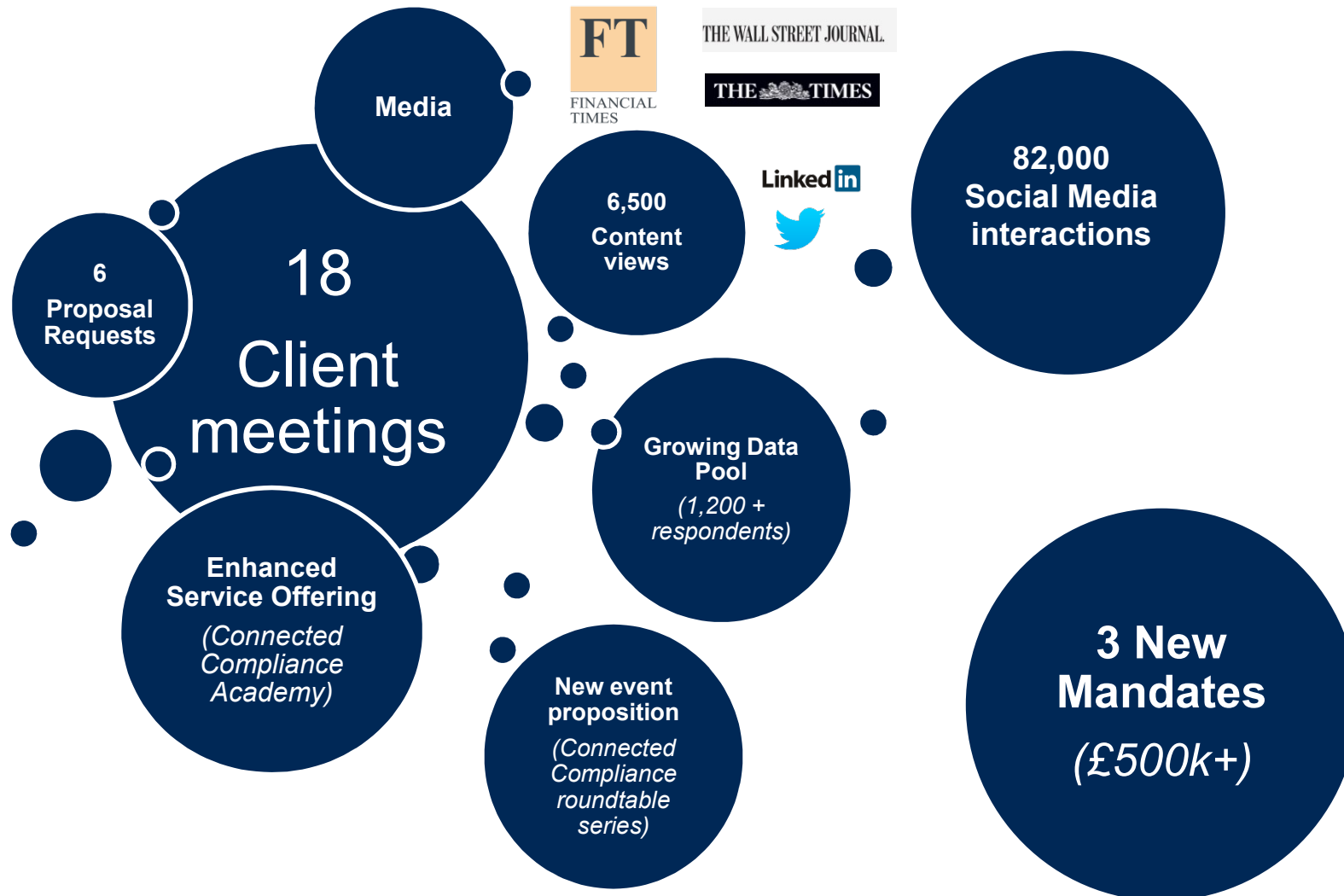


# Connected Compliance - new evidence





# Law firms: Similar aspirations?



# Marketing value

- 1) Strategic alignment
- 2) Bottom line x real value
- 3) The importance of collaboration

# Marketing & the bottom line

