

# The law does not exist in a vacuum.

Portland's Disputes team provides strategic communications advice to help reinforce your legal strategy. We ensure that every aspect of your client's concerns are managed, and every potential advantage explored.

Our distinct team has specialist training, skills and experience. Our work extends beyond the courtroom to encompass complex public and political considerations.

For fifteen years, and across multiple jurisdictions, countries and languages, Portland has applied its problem-solving abilities to provide bespoke communications solutions to legal issues.

We understand the realities of the modern media and digital landscape, the rigours of the law and the need to deliver results.

## CHAMBERS AND PARTNERS 2018 - BAND 1

**Client comments:** "...mindblowingly good." "...very straightforward, very clever and extremely professional." "They bring better ideas than you could have imagined and then execute them even better than you expected. They actualise them on time and on budget. Our objective was to get as much publicity as possible: they got us into 315 publications internationally in 24 hours."

## HOW WE CAN HELP



**MEDIA:** Journalist briefings | Media strategy | Media training | Crisis management



**LEGAL EXPERIENCE:** Litigation | Arbitration | Judicial review | Multi-jurisdiction | Regulatory charges | Group litigation book-building



**DIGITAL:** Data-driven campaigns | Online reputation management | Deep and dark web analysis | Digital and social media strategy | Open and closed networks



**INTERNATIONAL AFFAIRS:** Political insight | Stakeholder management | Capacity building



**RESEARCH:** Insight testing | Audience identification and segmentation | Primary qualitative and quantitative research



**LANGUAGES:** English | Russian | Arabic | French | Spanish | Dutch



**OFFICES:** London | New York | Washington DC | Singapore | Doha | Nairobi

## The Portland Disputes team works in six specialist practice areas:



### LITIGATION COMMUNICATIONS

Protecting at-risk reputations

Portland works with lawyers and their clients to manage reputations and communications during legal actions, from pre-filing to trial.

**Case study:** Managed communications around litigation between a private equity firm and a large investment bank regarding a multi-billion-pound transaction.



### LITIGATION CAMPAIGNS

Foster the right external environment

Portland offers bespoke support for challenging disputes taking place in complex, multi-jurisdictional environments.

**Case study:** Navigated a multi-jurisdictional legal and political dispute involving a sovereign wealth fund in North Africa.



### GROUP LITIGATION

Large-scale awareness and participation campaigns

Portland creates bespoke, data-driven and integrated campaigns to build awareness of, and drive participation in, group litigation actions.

**Case study:** Launched the largest representative action against a tech company in the UK, alongside a leading London law firm.



### PRIVATE CLIENT

Managing high-profile reputations

Portland provides discreet, strategic and practical advice to high-net-worth individuals and families – who today face ever-more complex digital, media and regulatory challenges.

**Case study:** Defended and protected the reputation of a UHNW family facing potential scrutiny after private information was unexpectedly revealed online.



### SPECIAL SITUATIONS

Helping navigate and find solutions to difficult issues

Portland works alongside lawyers and other professional advisors to find integrated solutions to complex business, political or personal challenges.

**Case study:** Led a campaign over disputed commercial assets in a contested landscape in East Africa.



### DIGITAL, DATA-DRIVEN CAMPAIGNS

Sophisticated 'total comms' solutions

Portland designs and delivers sophisticated campaigns that leverage data, bespoke content and direct engagement through open and closed networks, to reach the audiences that matter.

**Case study:** Delivered a nationwide, data-driven campaign among both closed and open networks in a contested environment.

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