

Integrity. Innovation. Impact.

Case Study: Weltman Law Firm

Situation Analysis: A specialized law practice that consulted corporate counsel, Weltman Law Firm, needed publicity as a newly established firm. Stewart Weltman's goal was to reach out directly to large corporations who might secure his services.

Strategy & Implementation: Beginning a new business venture is the perfect time to use public relations to establish yourself. TC Public Relations helped Weltman in this process by creating a media relations campaign that specifically targeted his prime audience: corporate counsel. We also assisted Weltman in creating his first blog, increasing his online presence.

Results: TC Public Relations secured Weltman's name in the top legal publications of his target market and arranged regional and national speaking engagements. Weltman's requested media placements were met, including articles in *Crain's Chicago Business*, *Inside Counsel* and *Corporate Counselor* as well as speaking engagements with the Chicago Bar Association and the Ark Group.

"Through speaking engagements and targeted media exposure, TC Public Relations got me in front of virtually the entire universe of my potential clients."

Stewart Weltman
Weltman Law Firm



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