

BEST STUDENT MARKETING CAMPAIGN
BERWIN LEIGHTON PAISNER



- » *Applications to Insight scheme up 10%*
- » *Applications to first year Open Day up 128%*
- » *Innovative feel of our campaign cited as a key differentiator*



The problem is that every firm is trying to differentiate itself in the same way: the work; the values; the social life; the prospect of working abroad in a 'truly global' firm; salaries and benefits; the accumulation of past experiences rather than the potential of future ones.

People today are looking for more emotional connections. They're not simply looking for a job or a programme, a type of client or a list of benefits. They're looking for somewhere they will love working at.

“Be Less Predictable”.

Everything about this campaign was ‘less predictable’, from the redesigned trainee website that incorporated street-style photography and a very distinctive style of typographic art, to the storytelling approach taken in the brochure, to the incorporation of award-winning **sound shower technology** into the on-campus stand that gave BLP the ability to aim audio messages directly at individuals and create isolated listening areas. And every headline message, across every channel, was crafted in a way that it would clearly differentiate BLP from its talent competitors.

And if you look deep inside this year's BLP Trainee brochure, rather than the predictable listing of 'who we are' and 'what we do', you'll find the classic story of the hero's journey – the graduate, stepping out into the world and, after successfully taking on challenge after challenge, emerging triumphant.



Highlight facts and ‘from-the-horse’s-mouth’ trainee tales were woven through the story, at relevant points. The **street-style photography** and distinctive **typographic art** that had been used on the website was also used here to add to the flavour of a **real-life journey**.

Even the very fabric of the brochure was carefully chosen to add more distance between BLP and its talent competitors. This was the application of emotional

branding bound between the matt laminated, paper-mounted-over-board covers of what was more like an A5 book than a brochure – and books are a great medium for storytelling.

That **storytelling** approach continued on campus. Several of the profile stories that featured in the brochure were recorded for the core of the exhibition stand, the **sound showers**. These directional audio pods meant that whenever a person stood directly beneath the speaker they

were enveloped by a curtain of sound, effectively isolating them from all the other ambient noise and focusing their attention on the story being told.

Our client has been more than impressed with the work and the way it complements the unique approach we’ve taken to delivering on-campus experiences to students. For the first time they have actually had people state on their

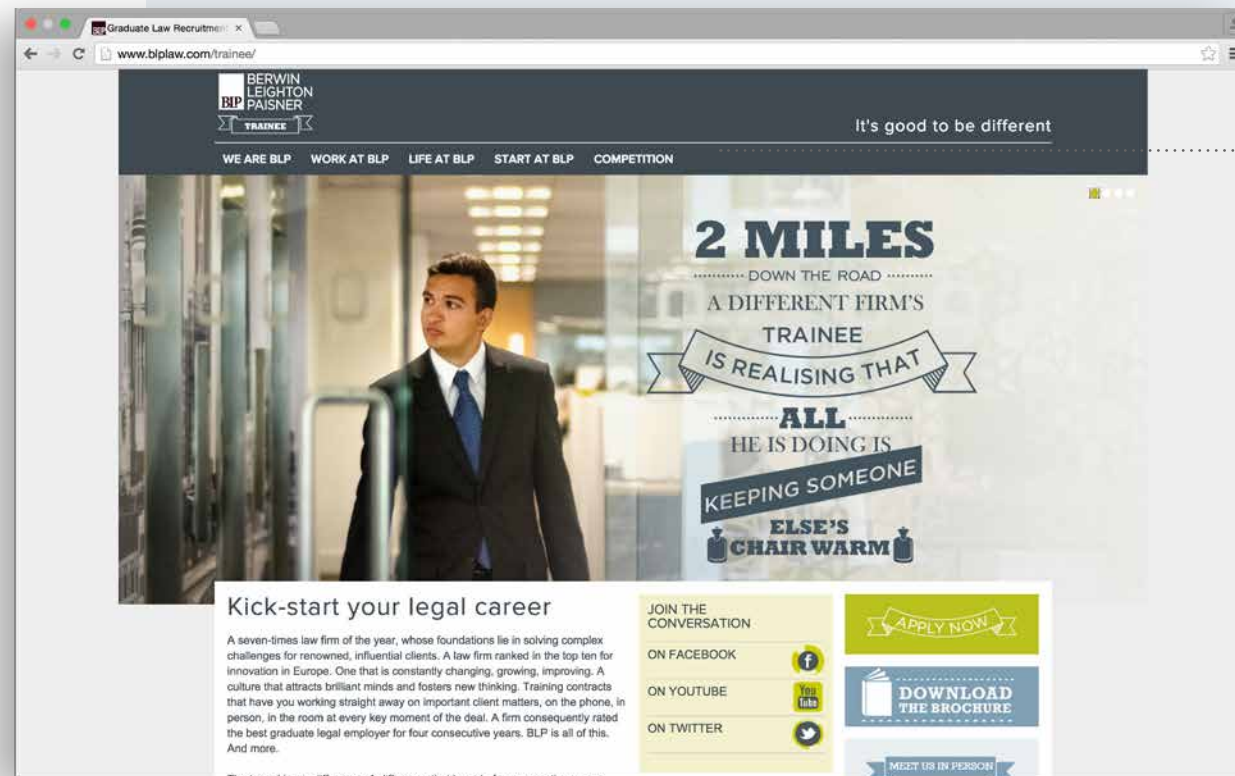
application forms that one of the reasons they were applying to BLP was the innovative feel of our campaign.

Numbers of applications have also significantly increased, with **applications to BLP’s Insight scheme up 10% and applications to the Firm’s Open Day up a staggering 128%**. We even had some of BLP’s talent competitors comment on campus that the work is so exciting compared to the very conservative approach normally taken by law firms.



Watch our film here:

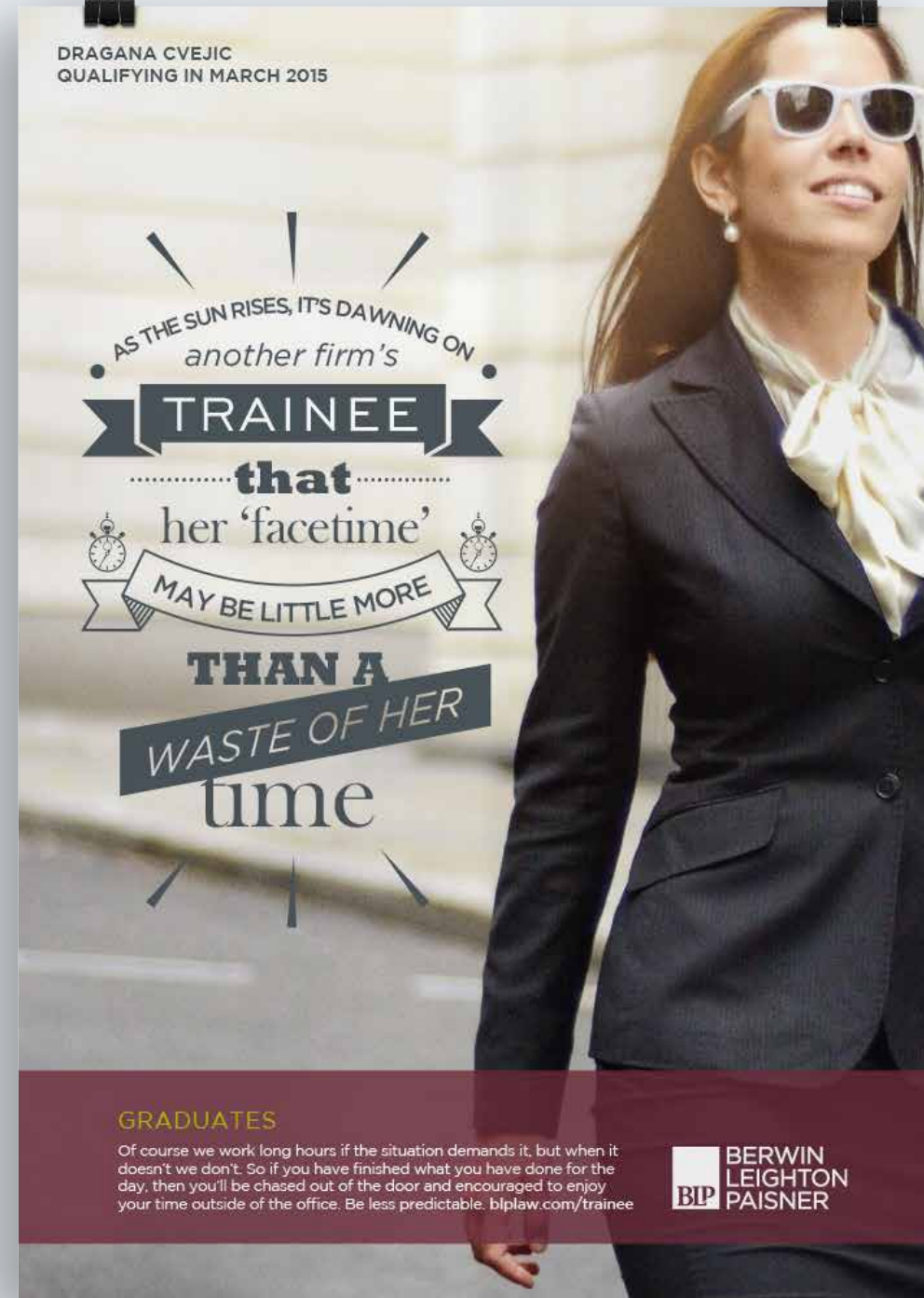
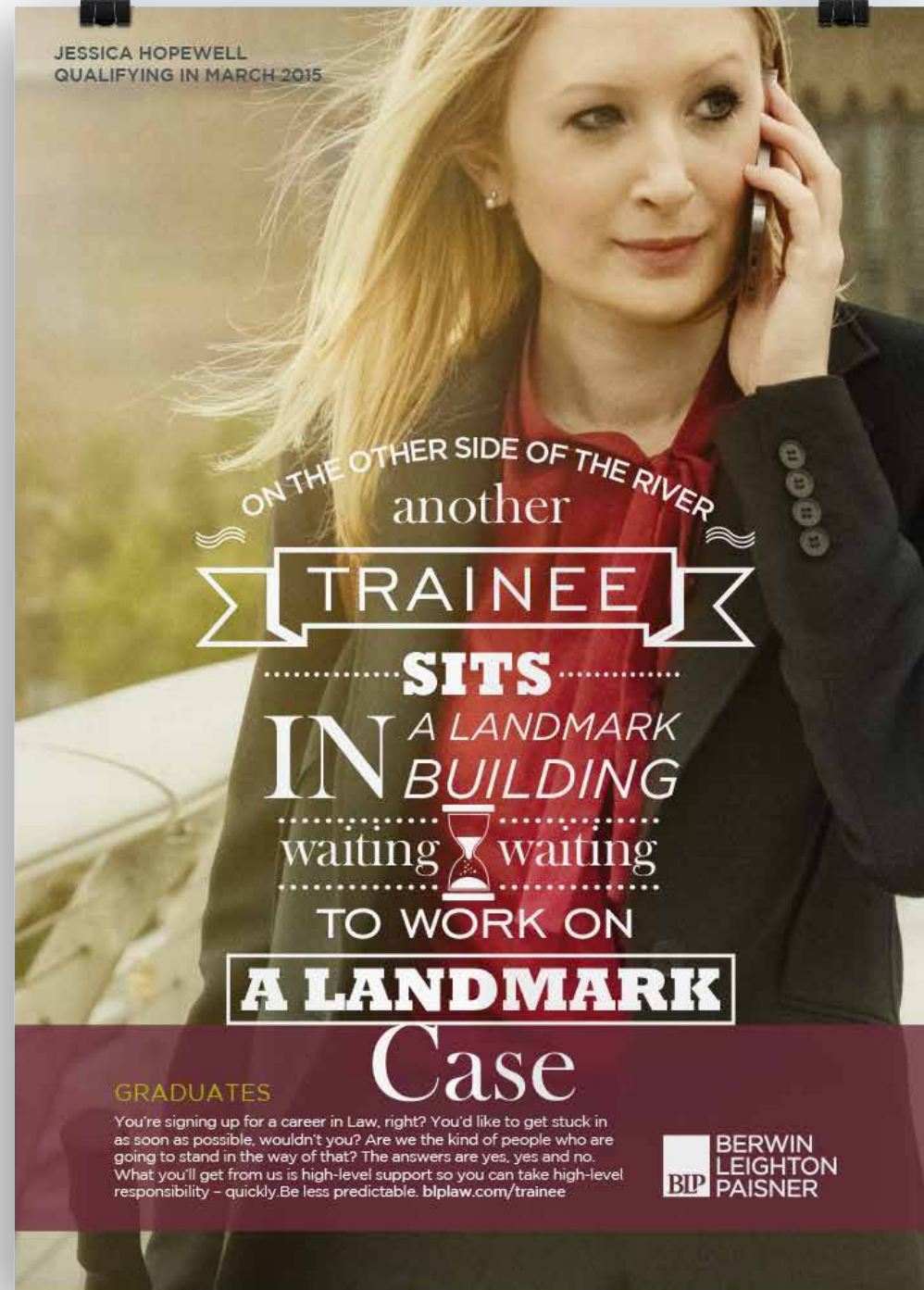
http://youtu.be/pTkLioLwM_w



A re-designed website navigation was a crucial part of the overall approach.

A decision was taken early on to move away from the more conventional 'About us, Our people, What we offer' format and the redesign focused more on 'work and life' at BLP, without any sacrifice of usability.





Posters

EDWARD STEWART
QUALIFIED IN SEPTEMBER 2014

ACROSS THE SQUARE MILE
OTHER TRAINEES
are wishing
they could write
THEIR OWN success STORY

GRADUATES
Can you imagine it? Authoring an article in Russian, for a Russian Legal Journal, despite having no knowledge of the language before you started your training contract? That's exactly what one of our trainees did while on secondment in Moscow. Because if you're prepared to take responsibility, we'll give you the freedom to grow with it. Be less predictable. blplaw.com/trainee

BERWIN LEIGHTON PAISNER

REGINA CHAN
QUALIFYING IN MARCH 2016

in a bid
TO BE
RECOGNISED
ANOTHER TRAINEE
IS MIXING WITH
THE SAME
OLD FACES
IN
THE SAME
OLD PLACES

GRADUATES
You know what we're big fans of? Recognition for a job well done. Seems our clients are too. Like the New York Hedge fund that wined and dined one of our trainees as thanks for her amazing work on a commercial transaction. Hope we've whet your appetite? Be less predictable. blplaw.com/trainee

BERWIN LEIGHTON PAISNER

Posters

SAMIR NATHWANI
QUALIFIED IN SEPTEMBER 2015

2 MILES
..... DOWN THE ROAD
A DIFFERENT FIRM'S
TRAINEE
IS REALISING THAT
..... **ALL**
HE IS DOING IS
KEEPING SOMEONE
ELSE'S
CHAIR WARM

GRADUATES
In his first few weeks with us, we sat one of our trainees in the hot seat; an investment management deal worth £100 million and a role that involved working among professionals on all sides conducting complex negotiations. Let's discuss the possibilities.
Be less predictable. blplaw.com/trainee

BERWIN LEIGHTON PAISNER

BENEDICT WEST
QUALIFYING IN MARCH 2015

IN A MEETING
ACROSS TOWN
ANOTHER
FIRM'S TRAINEE
is BEGINNING TO
FEEL DISTINCTLY
SIDELINED

GRADUATES
You know what's never fun? Realising your workmates aren't. So, for the sake of argument, let's say you want to train somewhere that's a little less dog-eat-dog. Well, you'll find we have all kinds of fun ways to get everyone on our world-class teams together.
Be less predictable. blplaw.com/trainee

BERWIN LEIGHTON PAISNER

Posters

JOSH BOUGHTON
QUALIFYING IN MARCH 2015

JUST TWO
STOPS FROM HERE
ANOTHER
FIRM'S TRAINEE
is realising that
WHAT
GOES UP
WILL
UNLIKELY
• BE DOWN TO THEM

GRADUATES
From attending the first meeting and drafting the title of the report, all the way up to negotiating the sale contract and completing the deal, one of our trainees ran a multi-million real estate transaction by himself. In his second seat. Try it, you're ambitious. Be less predictable. bplaw.com/trainee

BERWIN LEIGHTON PAISNER

ALL ACROSS THE CONTINENT
OTHER
**WOULD-BE
LAWYERS**
ARE NOT
BEING OFFERED
THE SAME
CLASS
★ OF COMPETITION ★

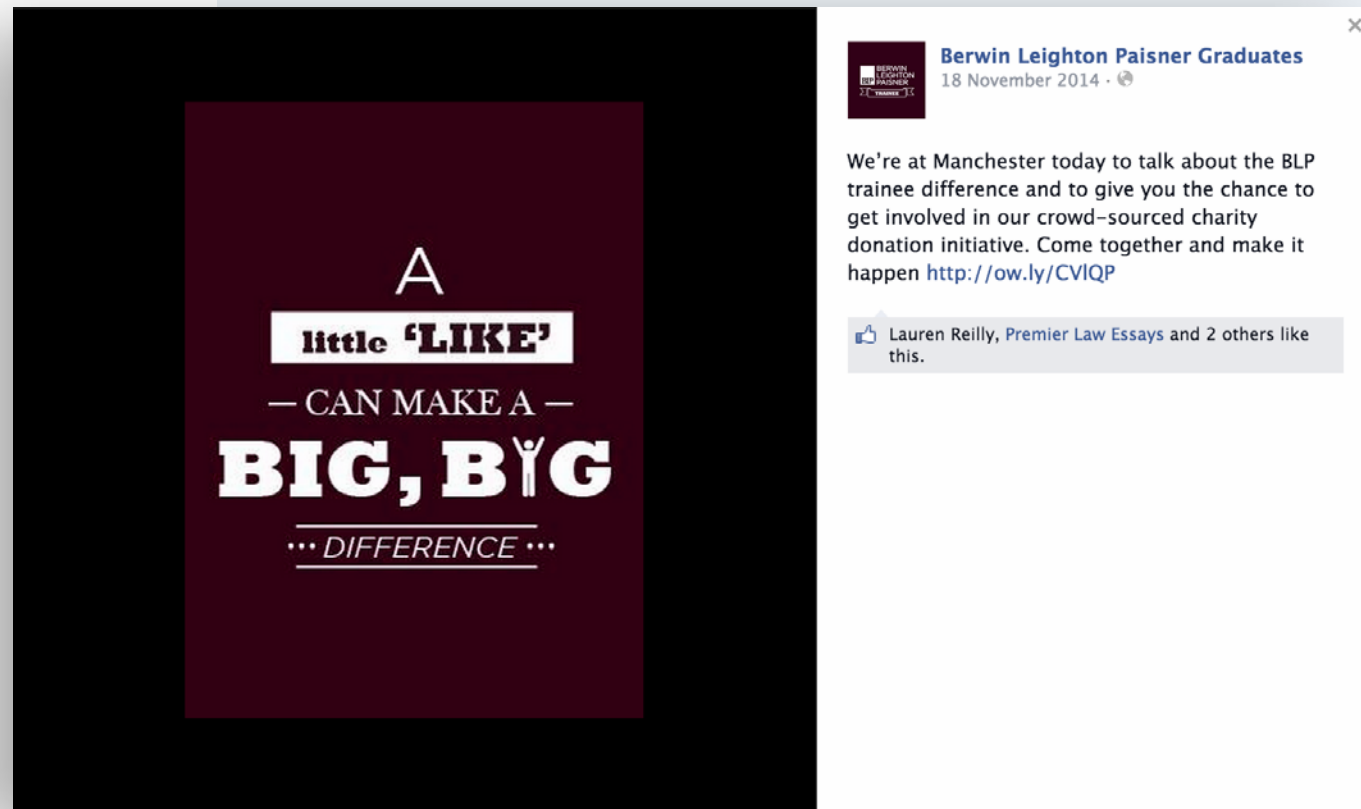
BERWIN LEIGHTON PAISNER

CLASS TRIP ACROSS EUROPE
The air and you're winding your way
three friends for a taste of life in Berlin,
it's the prize awaiting the lucky winners
three first-class European destinations and a two-night,
all-expenses-paid stay in each city.

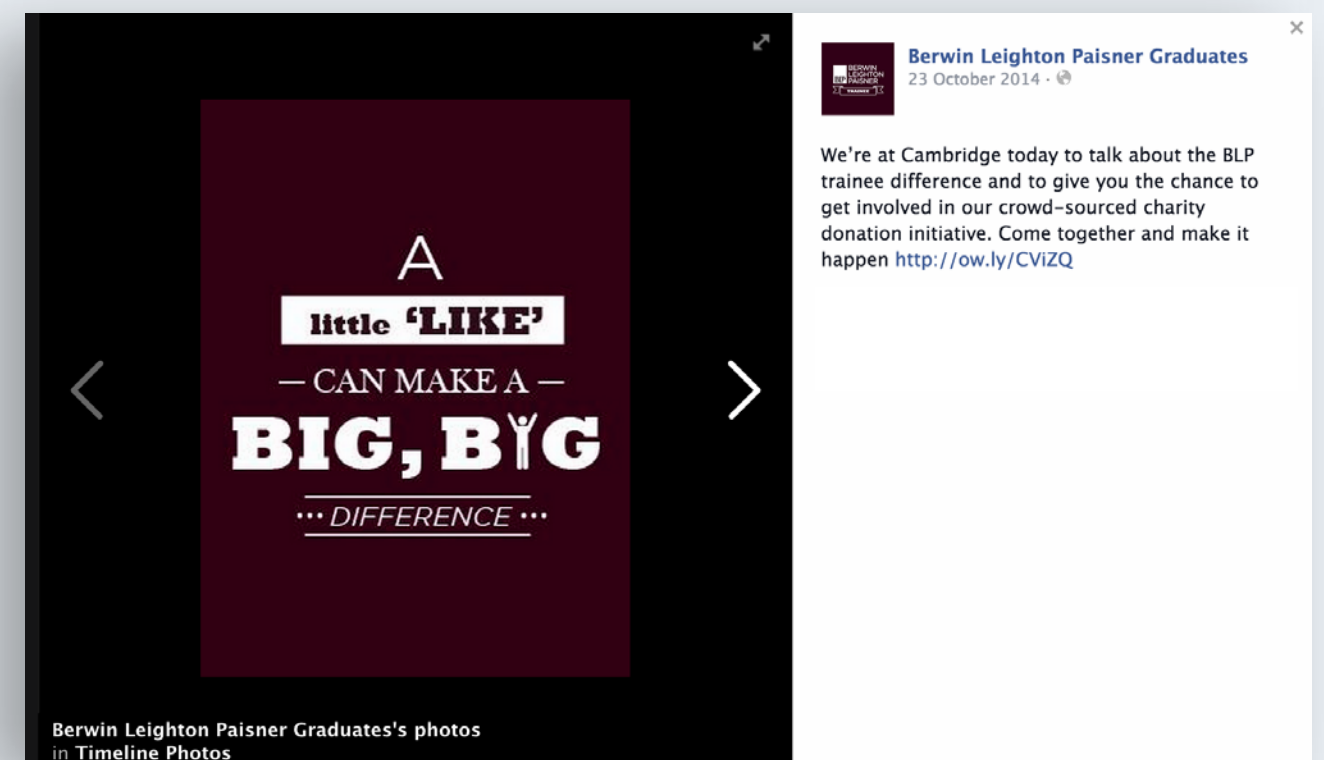
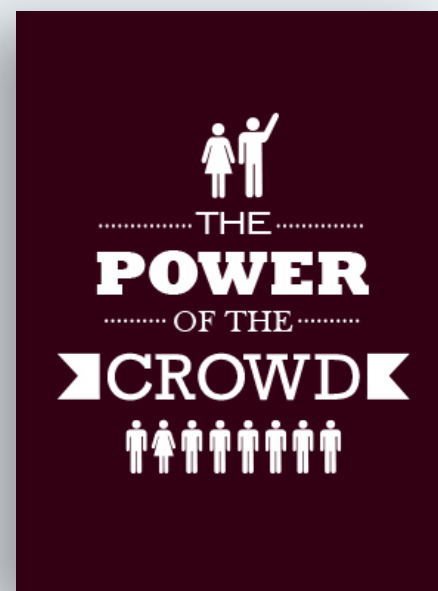
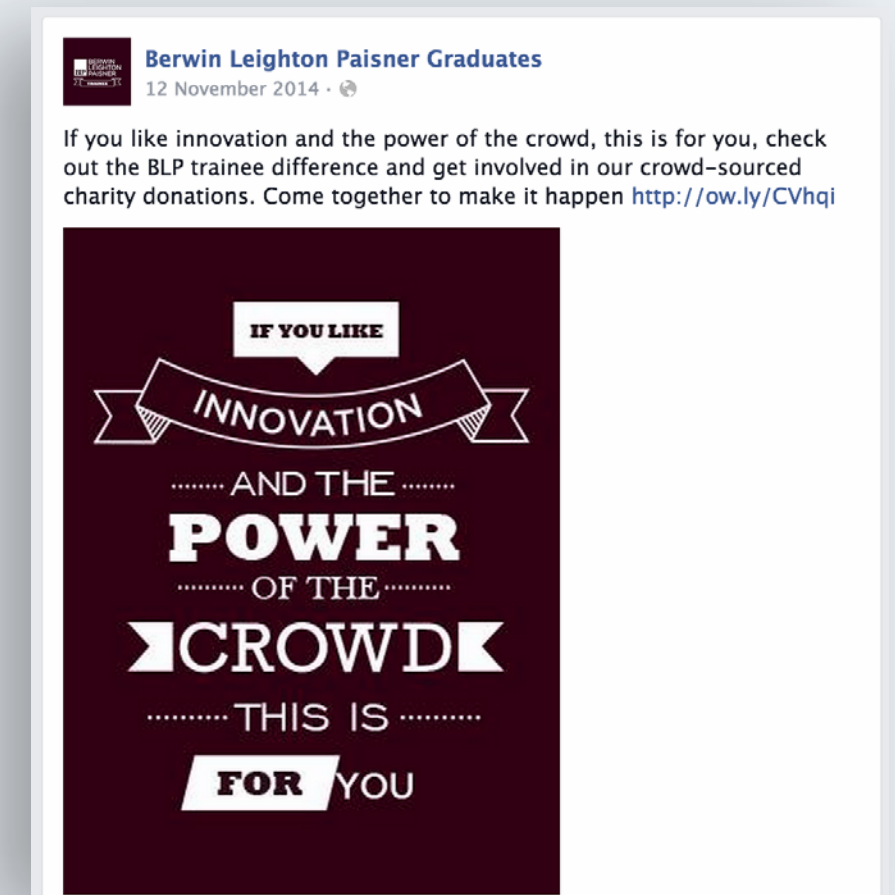
Innovation is a key part of the BLP story. It's how we grow.
How we improve. And it shapes a culture that everyone who
works here thinks is very special. Four Seats is all about us
looking for our next generation of innovators, people with the
imagination, passion and creativity to make a difference in our
business - and people who want to have a little fun doing that.

To be in with a chance of winning, sign up now
at bplaw.com/trainee/competition

BERWIN LEIGHTON PAISNER



Customised social posts across three major social channels.



facebook

Email or Phone Password Log In

Keep me logged in Forgotten your password?

Berwin Leighton Paisner Graduates is on Facebook.
To connect with Berwin Leighton Paisner Graduates, sign up for Facebook today.
Sign Up Log In

Berwin Leighton Paisner Graduates
Product/Service

Timeline About The power of the crowd Photos More

BERWIN LEIGHTON PAISNER TRAINEE

THE POWER OF THE CROWD

We have an active Corporate Responsibility programme and regularly donate our time and money to make a difference to the wider community. Last year 93% of our trainees got involved. This year, you can too. We have £3,000 to help support three big charity ideas. All you have to do is give your 'like' to the one you'd most like to support. We'll split the money between the charities and donate a proportion to each according to the number of 'likes' they receive by the time the competition closes on Friday 12 December 2014. Make it happen.

REFUGEE COUNCIL

Mind for better mental health

CHILD POVERTY ACTION GROUP

The Refugee Council works directly with refugees and asylum seekers, providing support to help them rebuild their lives.
Refugee Council (Charity no. 10146376)

Mind is the charity that aims to make sure no-one has to face a mental health problem alone.
Mind (Charity no. 424348)

CPAG campaigns for the abolition of child poverty in the UK and for a better deal for low-income families and children.
Child Poverty Action Group (Charity no. 294845)

25% 32% 43%

Social Media Intergrated Competitions for Charities and for fun.

BERWIN LEIGHTON PAISNER TRAINEE

It's good to be different

WE ARE BLP WORK AT BLP LIFE AT BLP START AT BLP

ALL ACROSS THE CONTINENT
OTHER
WOULD-BE
LAWYERS
ARE NOT
BEING OFFERED
THE SAME
CLASS
OF COMPETITION

FOUR SEATS

It's 2015, spring is in the air and you're winding your way across Europe as our lucky winners for a taste of life in Berlin, London and Paris. That's the prize awaiting you on our Four Seats competition. First-class train travel to three first-class European destinations and two nights' accommodation in each city.

Here's how it works

STAGE 1: TAKE A SEAT

The competition is open to individuals and teams of up to four students. To register you simply need to enter your team name and e contact email here:

Team name* Contact email*

I have read and agreed to the competition terms and conditions* ☐

Submit

Once you are all seated, it's on to stage two.

STAGE 2: MAKE A FILM

Innovation is a key part of the BLP story. It's how we grow. How we improve. And it shapes a culture that everyone who works here thinks is very special. Four seats is all about us looking for our next generation of innovators, people with the imagination, passion and creativity to make a difference in our business - and people who want to have a little fun doing that.

We're asking you to make a short film on one of the following themes:

1. If you could invent a law, what would it be?
2. What's the impact of technology going to be on the law?
3. Why is the law needed today?
4. Re-enact your favourite legal moment.

Your film should be no longer than two minutes and you will need to upload it here before the Stage 2 deadline on 27.03.15

STAGE 3: SCREENING

A panel of BLP trainees will review all of the entries received by the Stage 2 deadline. Their judging criteria will be based on:

1. Does your film resonate with the title you have chosen?
2. Is it moving, clear, persuasive, engaging, innovative, insightful and entertaining?
3. Degree of creativity.

Our panel will draw up a short list of the best entries and these will then be uploaded to our YouTube channel where you will be able to make the final call on which videos are the best.

THE PRIZE

Each member of the winning team will enjoy first-class train travel to three first-class European destinations - Berlin, London and Paris - and you will get to spend two nights in each location soaking up the full VIP experience on an all-expenses-paid break.

TERMS & CONDITIONS

For full terms & conditions for the competition click here.

BLP main site | Legal Notice & Privacy Policy | Contact us

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It's good to be different



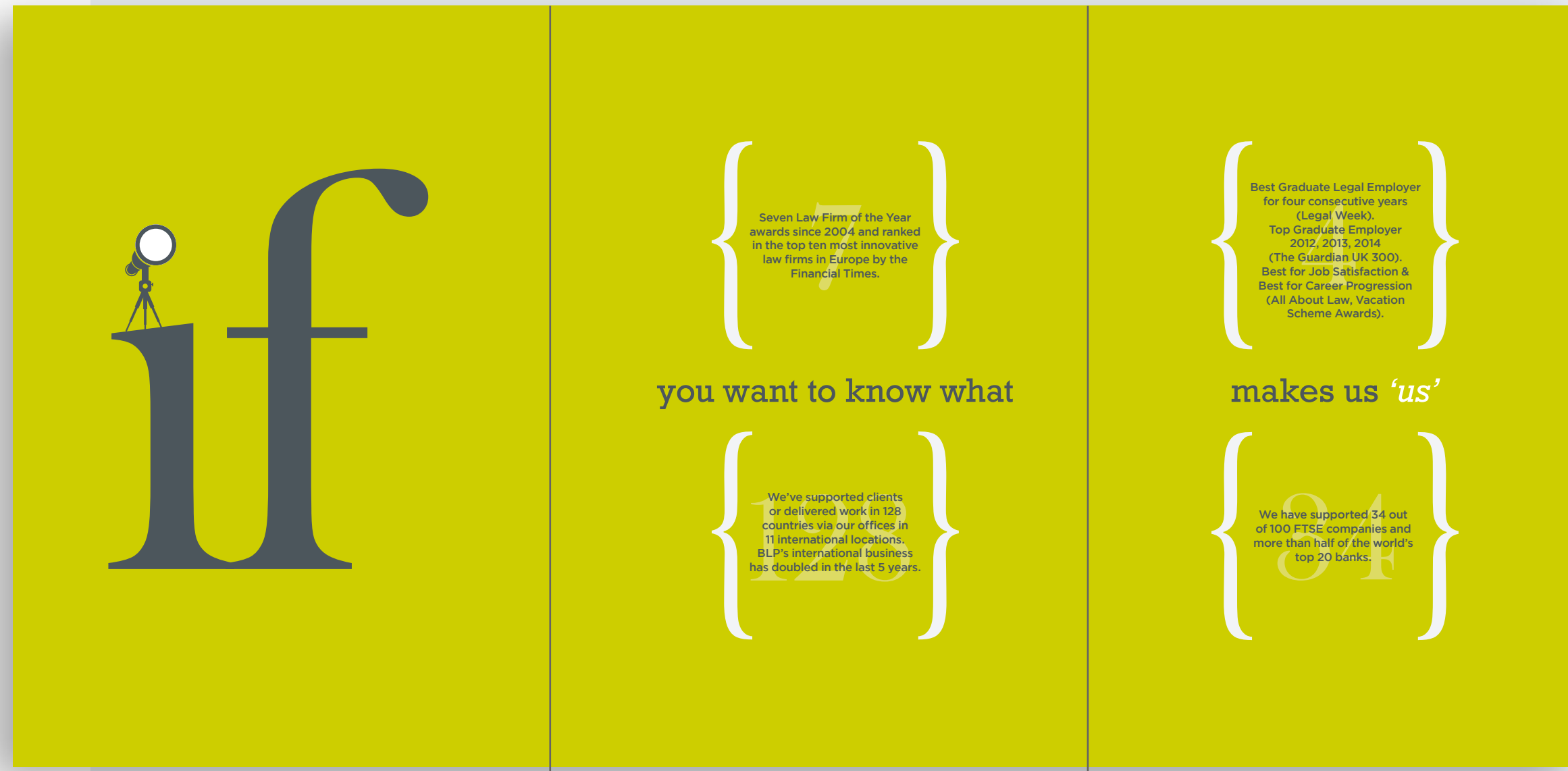
This was the application of emotional branding bound between the matt laminated, paper-mounted-over-board covers of what was more like an A5 book than a brochure.



The foundation of the Berwin Leighton Paisner human brand is Be Less Predictable. To make that difference visible we used a very distinctive style of typographic art, that began on a 220 micron clear acetate cover.



And if you look deep inside this year's BLP Trainee brochure, rather than the predictable listing of 'who we are' and 'what we do', you'll find the classic story of the hero's journey – the graduate, stepping out into the world and, after successfully taking on challenge after challenge, emerging triumphant.



Fold-out spread

you were looking at any other brochure, this is where you would expect to find the contents. However, this isn't just 'any other' brochure. Yes, we'll introduce our amazing law firm and what makes us different. And you'll hear from some of our people about life here and find out what we do all day. But most importantly, and probably unexpectedly, you'll see the next two years of your life unfold from the moment you start your training contract with us.

READY?

First

There's a step
you might
need to take.

Congratulations, you're armed with your degree and you've secured your training contract. Everyone's smiling. But there's one more step you need to take before you can start your training contract. A post-graduate qualification that is the bridge between academic life and life as a professional lawyer. You may have got the jump on this and already completed a Legal Practice Course (LPC). But if you haven't, we can help. We will enrol you on our bespoke Masters in International Legal Practice (LL.M+), the first course of its kind. The LL.M+ has wider and more comprehensive subject coverage than any other available LPC programme and is designed to prepare you much more practically for the start of your career. Even better, while you're studying we'll typically make an investment in you of around £35,000 to cover the cost of your fees, living costs and in providing lots of additional training. Time and money well spent.



Our story began by taking students back in time.



Being new. It doesn't matter who you are, it's a nervy affair. To make the whole experience a little easier, you're going to get more than two weeks to find your feet and get the lay of the land. Our induction packs in plenty of practical legal and business training. It includes things like talks with BLP lawyers and other experts and gives you a complete picture of how we work day-to-day.

DAY ONE

scary

Actually it isn't. It isn't even really day one.

As well as soaking it all up, our advice is to invest as much time and energy as you can in building relationships with the people you'll meet from up and down the firm – the other trainees, our associates and our partners. You'll learn even more from these people. Listen to them. Learn from them. Keep their advice close when you venture into deeper water.

(YES, WE DO HAVE A BIKE SHED ☺)

Street-style photography was used to add to the flavour of a real-life journey.

THE BIG ONE

**Your first seat*.
Meet your team.
Meet your boss.
Meet your secretary.
Meet your mentor.**

You signed up for a career in law, right? It's only natural that after all the training you'd like to get stuck in as soon as possible, wouldn't you? Are we the kind of people who are going to stand in the way of that? The answers are yes, yes and no. What you'll get from us is high-level support so you can take high-level responsibility – quickly. You will work on real, live client work from day one. To help, you will receive bespoke training for each practice group you join, a desk in the same office as your supervisor and support from a dedicated partner mentor.



*A seat is a block of time (typically six months) spent in a particular practice group. Over your two-year training contract you will get four seats in different practice groups to help you decide what area of law is right for you.



We went BIG on the BLP difference, the fact that from their very earliest days in the firm, BLP trainees interact with clients directly; on the phone, in person, in the room at every key moment of a deal.



2 MILES
 DOWN THE ROAD
 A DIFFERENT FIRM'S
 TRAINEE
 IS REALISING THAT
 **ALL**
 HE IS DOING IS
 KEEPING SOMEONE
 ELSE'S
 CHAIR WARM

SAMIR'S STORY

“ It sounds a little strange but the most rewarding experience I've had so far was actually being part of a four-hour-long meeting. This was no ordinary meeting though. We were negotiating an investment management deal worth £100 million. Normally this would have involved lots of toing and froing but this deal was too complex for that, so all the parties gathered together – including me. It was exhilarating to be part of the action, working among the professionals on all sides, and rewarding after all the build-up to be doing real work rather than being an observer. Especially in my first seat. In those four hours I learned a lot about negotiation and exceeding expectations and I'm proud to have been part of it. ”

SAMIR NATHWANI
 QUALIFYING IN SEPTEMBER 2015

At relevant points we gave a
 voice to current trainees.



The 170 gsm UPM uncoated pages of the story
added a feeling of quality to the 'book'.

ACROSS THE SQUARE MILE ARE OTHER TRAINEES
are wishing they could write THEIR OWN success STORY

EDWARD'S STORY

“Can you imagine it? Authoring an article in Russian, for a Russian legal journal, despite having no knowledge of the language before you started your training contract? That's exactly what I was asked to help with while on secondment in Moscow. The subject? The myths of English Law. And my role was both to write elements of the article and edit the work of others. I felt the mantle of expectation on my shoulders, an almost overwhelming responsibility. In many ways, though, it was just another experience that reflects the culture of the firm – they give you every chance to figure out how to approach a problem and get it done, but it's extremely satisfying when you get the result.”

EDWARD STEWART
 QUALIFIED IN SEPTEMBER 2014

Trainee story

Bespoke
creative
illustrations.

A magic number.
Or should that be

seventy?

Either way, it's magic.

It's the start of seat three. Two seats down, two to go – you're half way to qualifying. By now you will have worked in or experienced several different areas of law. BLP is independently ranked in 70 different disciplines, and by this time next year you will have decided which you'd like to specialise in. Although it's not uncommon for trainees in many firms to be offered one first-choice seat during their training contract, we aim for trainees to get at least two or more first choices. That way, when decision time comes on your career, you'll be fully equipped to make the choice that's right for you.

Our areas of expertise include: Commercial; Construction; Corporate Finance; Dispute Resolution; Employment, Pensions and Incentives; Energy and Natural Resources; EU & Competition; Finance; Insurance; Intellectual Property; Investment Management; Private Client; Projects and Infrastructure; Real Estate; Regulatory and Compliance; Restructuring and Insolvency; and Tax.

ON THE OTHER SIDE OF THE RIVER

another

TRAINEE

SITS

IN A LANDMARK BUILDING

waiting  waiting

TO WORK ON

A LANDMARK Case

JESSICA'S STORY

“

There's one case that you could say has already been a 'landmark' experience for me... just after Christmas in my finance seat. Our client, a property developer that owned several London landmark buildings, had been served with an injunction over planned repairs to the façade of one of them. The clock was ticking, the timing could hardly have been more difficult and added to that a key associate couldn't be there. That's when I was

asked to step up to the plate. Fast! I worked directly with the client and their technical advisors, gathered witness statements and drew up cost projections. It was both terrifying and exciting in equal measure – even the mad dash in a taxi to get to the hearing. All the hard work paid off. The judge awarded the decision in our favour and we rounded things off with a massive celebration when we got back to the office.”

JESSICA HOPEWELL
QUALIFYING IN MARCH 2015

Trainee story

Break-out content boxes, with trainee quotes.
This gave a voice to current trainees.

The final seat.
The final countdown.
The big, big

finale

By now you'll have had exposure to a wide range of experiences. Litigating an international financial dispute, floating a company, buying a skyscraper in Frankfurt, or helping a company in Scandinavia to purchase an energy asset in South America from an owner in Russia. You'll have experienced work just like this. Now for seat four.

With it comes the feeling that a mantle of additional expectation has been placed on your shoulders. You see, you will have had a taste of newly-qualified work in your previous seats and now it's likely to be nothing less than that level of work. Challenging? Yes, but incredibly rewarding and satisfying; and of course you'll still be well supported. Then, just like that, you are no longer a trainee solicitor, you'll be a freshly-minted City lawyer. But first you're going to need a break, time to enjoy six weeks of qualification leave. Congratulations, you have earned it.



BLP clients include: Tesco; Standard Chartered; National Grid; Land Securities; Blackstone; Balfour Beatty; Allianz; ITV; Hongkong Land; Qatari Diar; The Financial Times; and Lloyds Banking Group.

“When a large international corporate client was wrongly accused of incorrectly filing a tax return, I quickly found myself on a mission to set things right. It was 8pm when the issue landed on my desk. As the clock struck midnight a real sense of satisfaction came over me as I realised I had resolved the issue. Solving problems and closing deals to very tight deadlines is all part of the experience.”



DRAGANA CVEJIC
QUALIFYING IN MARCH 2015



**in a
bid**
TO BE
RECOGNISED

ANOTHER TRAINEE
.....
IS MIXING WITH
THE SAME
OLD FACES
{ IN }
THE SAME
OLD PLACES

REGINA'S STORY

“Many of our clients are large international corporates and I've had plenty of amazing experiences working for them. One definite highlight involved working on a commercial transaction for a New York hedge fund. I spent a solid month on the project. It was intense but enjoyable. Even more enjoyable was when the client came over to London after we'd completed the work. They insisted on taking me to lunch at a Borough Market restaurant. Being recognised like that was an amazing BLP moment for me. Generally, and genuinely, it's nice being surrounded by smart, real people and owning projects together.”

REGINA CHAN
QUALIFYING IN MARCH 2016

Trainee story

.....

Beyond training, work,
amazing experiences and taking
in all the social life the City has
to throw at you, there is still more.
BLP is constantly changing. It's how we grow.
How we improve. It creates a culture that
fosters new thinking, a culture that everyone
who works here thinks is very special. That new
thinking has been responsible for delivering
innovations such as Lawyers On Demand, which
has increased in size by more than 800% in
the last five years. It was behind the launch
of Streamline and our Integrated Client
Service Model, game-changers in
how law firms support clients.
And there is some other very
hush-hush and incredibly
exciting stuff going on
that we're desperate to
tell you about – but
only when you join.
Sorry.



RANKED IN THE TOP TEN
most innovative law firms
in Europe (FT)

FINALIST
Innovation of the Year
(Modern Law Awards, 2014)

FINALIST
Most Innovative Law Firm in Europe
(FT Innovative Lawyers
Awards, 2014)

FINALIST
Most Innovative Law Firm in Client
Service (FT Innovative Lawyers
Awards, 2014)

WINNER
In-House Award for Innovation –
Lawyers On Demand (British Legal
Awards, 2011)

WINNER
Innovation in Anti-Bribery
and Corruption (FT Innovative
Lawyers Awards, 2011)

WINNER
Most Innovative Law Firm in Client
Service – Managed Legal Service
(FT Innovative Lawyers
Awards, 2010)

WINNER
Most Innovative Law Firm in Client
Service – Lawyers On Demand
(FT Innovative Lawyers
Awards, 2008)

We also wove highlight facts through
the story at relevant points.

“
From attending the first meeting and drafting the title of the report, all the way up to negotiating the sale contract and completing the deal, I ran a multi-million pound real estate transaction myself. In my second seat. It was extremely rewarding to see the project through from start to finish and take such a leading role.”

JOSHUA BOUGHTON
QUALIFYING IN MARCH 2015

2~year

We believe the best kind of training contract not only has you working straight away on important client matters, it also allows and encourages you to interact directly with clients. On the phone. In person. In the room at every key moment of a deal. You may also get the opportunity, like Joshua, to run your own matters.

So, here you are, a

training contract covered in twenty eight pages. Worth trying?

They're the kind of training contracts we offer and competition for them is tough. Lots of large law firms claim all of that, of course. We prefer to prove it. Want to try before you buy? We'd love for you to join us on a vacation scheme for a first-hand glimpse of the BLP experience – and form your own opinion.

In the end our storytelling approach gave students a real flavour of the BLP difference.

.....



If you like what you've read and would like to join an award-winning international law firm that thrives on talent, we will be accepting applications for our September 2017 and March 2018 trainee solicitor intakes.

All applications open from 2 October 2014.

First-year law students & penultimate-year non-law students can apply for:

Insight Programme
(Deadline 4 February 2015)

Introduction to Law open day
(Deadline 25 March 2015)

Penultimate-year law students, final-year non-law students & graduates can apply for:

Training Contracts
(Deadline 31 July 2015)

Winter Vacation Scheme
(Deadline 31 October 2014)

Spring/Summer Vacation Scheme
(Deadline 31 January 2015)

Open Evening/Open Day
(Deadline 11 November 2014)

Those doing a two-year LLB may apply for a Vacation Scheme or Training Contract in their first and/or second year.

The dates for our 2014/2015 vacation schemes are:

Winter
8 to 12 December 2014

Spring
13 to 17 April 2015

Summer
15 to 26 June,
6 to 17 July,
27 July to 7 August 2015

Please head straight over to our website to apply
blplaw.com/trainee

We even included a handy pocket-sized 350 gsm tear-off card that highlighted the application dates for all of BLP's student and trainee programmes.

MAKE A DIFFERENCE. APPLY.

A lot of businesses operate under the premise that the people they hire should be like replaceable parts of an assembly line. That's not our way. We take great care in choosing people we believe will fit in, real people who are up for a challenge and who will bring their whole selves (not their 'City Lawyer' costume) to work. If that sounds like you then please head straight over to our website blplaw.com/trainee where you can find out more about us and apply. We would love to hear from you. Good luck.

[BLPLAW.COM/TRAINEE](https://blplaw.com/trainee)

Personal sign off message with clear CTA.



Hidden message under the printed acetate cover.





Even the very fabric of the brochure was carefully chosen to add more distance between BLP and its talent competitors.



Banners to accompany the innovative exhibition stand.

Cutting edge
Soundshower
technology.





Not your usual exhibition stand.



“Be Less Predictable”



Pressure-activated mats triggered the stories to begin.

That storytelling approach continued on campus. Several of the profile stories that featured in the brochure were recorded for the core of the exhibition stand, the Soundshowers.



ALL ACROSS THE CONTINENT
OTHER
**WOULD-BE
LAWYERS**
ARE NOT
BEING OFFERED
THE SAME
CLASS
★ OF COMPETITION ★

WIN A FIRST-CLASS TRIP ACROSS EUROPE.
It's 2015, spring is in the air and you're winning your way across Europe with three friends for a taste of life in Berlin, London and Paris. That's the prize awaiting the lucky winners of our Four Seats competition, first-class train travel to three first-class European destinations and a two-night, all-expenses-paid stay in each city.

Innovation is a key part of the BLP story. It's how we grow. How we improve. And it shapes a culture that everyone who works here knows is very special. Four Seats is all about us looking for our next generation of innovators, people with the imagination, passion and creativity to make a difference in our business – and people who want to have a little fun doing that.

To be in with a chance of winning, sign up now at bplaw.com/trainee/competition

BLP BERWIN LEIGHTON PAISNER
TRAINEE

if you want to know what makes us **us**

Watch the film here:
http://youtu.be/pTkLioLwM_w

**IN AN EVENT
ANOTHER FIRM'S
WOULD-BE LAWYER
HAD HEARD
THAT
ALL LAW FIRMS
ARE BASICALLY
THE SAME**

DRAGANA CYRICK
QUALIFYING IN MARCH 2015

AS THE SUN RISES ITS DAWNING ON
another firm's
TRAINEE
that
her 'facetime'
MAY BE LITTLE MORE
**THAN A
WASTE OF HER
time**

GRADUATES
Of course we were long-term if the situation demands it, but when it did happen, we were there for you. We were there for you when you needed us most. We were there for you when you needed us most. We were there for you when you needed us most.

seventy?

travelling

THE BIG ONE

ACROSS THE SQUARE

OTHER TRAINEES ARE WISHING THEY HAD THE SUCCESS STORY

KEEPING SOMEONE ELSE'S CHAIR WARM

AN EVENT ANOTHER FIRM'S WOULD-BE LAWYER HAD HEARD THAT ALL LAW FIRMS ARE BASICALLY THE SAME

IN A MEETING ANOTHER FIRM'S TRAINEE IS BEGINNING TO FEEL DISTINCTLY

JUST TWO
STOPS FROM HERE
**ANOTHER
FIRM'S TRAINEE**
is realising that
**WHAT
GOES UP
WILL
UNLIKELY
BE DOWN TO THEM**

GRADUATES
From attending the first meeting and drafting the title of the report, all the way up to negotiating the sale contract and completing the deal, one of our trainees ran a multi-million real estate transaction by himself. In his second year. Try it, you're ambitious. Be less predictable. bplaw.com/trainee

facebook

THE POWER OF THE CROWD

We have an active Corporate Responsibility programme and regularly donate our time and money to make a difference to the wider community. Last year 95% of our trainees got involved. This year, you can too. We have £1000 to help support those in charity shops. All you have to do is give your 'like' to the one you'd most like to support. We'll start the money between the charity and donate a proportion to each according to the number of 'likes' they receive by the time the competition closes on Friday 12 December 2014. Make it happen.

25% 32% 43%

FOUR SEATS

It's 2015, spring is in the air and you're winning your way across Europe as our lucky winners for a taste of life in Berlin, London and Paris. That's the prize awaiting you in our Four Seats competition. First-class train travel to three first-class European destinations and two-night accommodation in each city.

Here's how it works

STAGE 1: TAKE A SEAT

The competition is open to individuals and teams of up to four students. To register you simply need to enter your team name and a contact email.

Team name
I have read and agreed to the competition terms and conditions: ☐ **Submit**

STAGE 2: MAKE A FILM

Innovation is a key part of the BLP story. It's how we grow. How we improve. And it shapes a culture that everyone who works here knows is very special. Four seats is all about us looking for our next generation of innovators, people with the imagination, passion and creativity to make a difference in our business – and people who want to have a little fun doing that.

We're asking you to make a short film on one of the following themes:

1. If you could meet a law, what would it be?
2. What's the impact of technology going to be on the law?
3. Why is the law needed today?
4. Research your favourite legal moment.

Your film should be no longer than two minutes and you will need to upload it here before the Stage 2 deadline on 27/05/15.

STAGE 3: SCREENING

A panel of BLP trainees will review all of the entries received by the Stage 2 deadline. Their judging criteria will be based on:

1. Does your film resonate with the title you have chosen?
2. Is it engaging, clear, persuasive, empathic, innovative, insightful and entertaining?
3. Degree of creativity.

Our panel will show up a short list of the best entries and these will then be uploaded to our YouTube channel where you will be able to make the final cut on which video is the best.

THE PRIZE

Each member of the winning team will enjoy first-class train travel to three first-class European destinations – Berlin, London and Paris – and you will get to spend two nights in each location staying in the full BLP experience on an all-expenses-paid basis.

TERMS & CONDITIONS
For full terms & conditions for the competition click here.

It's good to be different

BLP BERWIN LEIGHTON PAISNER
TRAINEE

**ON THE OTHER SIDE OF THE RIVER
another
TRAINEE
SITS
IN A LANDMARK
BUILDING
waiting waiting
TO WORK ON
A LANDMARK
Case**

Kick-start your legal career

A seven-times law firm of the year, whose foundations lie in solving complex challenges for renowned, influential clients. A law firm ranked in the top ten for innovation in Europe. One that is constantly changing, growing, improving. A

**JOIN THE CONVERSATION
ON FACEBOOK**

APPLY NOW