



## USING 'UHY GLOBAL' AS A MARKETING TOOL

Produced twice a year, *UHY Global* is UHY's flagship client facing magazine, launched in October 2015. It builds on the success of *UHY International Business* and celebrates UHY across the world. *UHY Global* is a true representation of what UHY is about and gives our readers an insight on:

- How we work together globally
- Why clients like working with UHY member firms, celebrating client specific success stories in the network
- Global business trends and behaviours
- How our UHY experts deal with the client's challenges and how they bring solutions

### CONTENT

In addition to three key business articles, the content includes:

- 'Perspectives': UHY thought leadership and views,
- 'Sharing our world': team stories, Corporate Social Responsibility (CSR), community involvement, etc
- 'Cogs and wheels': demonstrates what drives a client-focused network
- 'Awards and celebrations': key personal and professional achievements.

Your firm can use *UHY Global* as a marketing tool in both printed and electronic format. Printed copies are provided to member firms at no charge and the electronic version can be downloaded directly from the publications section on the [UHY website](#).

### WHAT SHOULD I DO WITH THIS PUBLICATION?

#### ELECTRONIC VERSION

Use the attached copy or download the file from the UHY website and:

- **Email to clients, potential clients, other business contacts and staff:** a press release for local use is prepared by the UHY executive office for each issue and can easily be adapted by your firm for local distribution.
- **Place on your firm's website,** along with your country's Doing Business Guide, the UHY Capability Statement and the Global Directory. This is particularly useful when demonstrating to potential clients your firm's international mind-set and involvement with the UHY network.
- **Key individual articles available in PDF format from the UHY Intranet:** the individual articles can also be used to adapt to your local market place and for targeted distribution to clients and contacts. You can also include the articles in your own client newsletter.

## HARD COPY

- **Display** in your firm's **office reception** area and meeting rooms calling attention to your firm's international character to both visitors and your firm's staff
- **Mail to existing and potential clients.** This way your firm shows an international mindset, shares information on global business developments, keeps in contact with the client and prospects, and raises awareness for UHY, locally and internationally.
- **Mail to business contacts**, such as lawyers, investment advisors, etc, as they are possible referrers of new business and need to be aware of your firm's capabilities locally and internationally; they may also forward this to their contacts if of interest.
- **Mail to trade organisations, industry publications, accounting bodies, other similar organisations and domestic news organisations.**
- **Build on the international mind set by distributing internally to staff to raise awareness of UHY** and promote knowledge of global business issues
- **Include as a standard item when preparing information packs for prospective client or contact meetings** (particularly effective when enclosed in the UHY folder and accompanied by the Global Directory, your country's Doing Business guide, and personal business card, all UHY branded).

For further assistance please contact Dominique Maeremans, marketing & business development manager at the executive office, [d.maeremans@uhy.com](mailto:d.maeremans@uhy.com)