

# A Global Law Firm Progressive in Corporate Communications

Corporate communications often comes second when companies have advertising dollars in their eyes when considering launching some form of digital signage network but if you look at many of the most successful digital signage vendors in the world much of their revenue comes from the corporate communications side.

A large percentage of the digital signage business is behind the scenes of the general public, used for communications within companies for a myriad of messages to – and by – their employees locally, nationally and globally. The only ‘public’ that gets to see their internal communications is in the form of visitors to the individual companies – and sometimes what they see is only in the form of a welcome screen in the reception area and in a board room or meeting room.

However, there are many companies worldwide that use corporate communications very effectively: Bloomberg comes to mind immediately.

Another, headquartered in London, is Withersworldwide, an international commercial law firm with offices in New York, New Haven, the City of London and Milan – in total 17 offices around the world. Supplying and servicing Withersworldwide is VisioSign UK, an office of VisioSign, headquartered in Birkerød, Denmark.

VisioSign, which also has offices in Sweden, Norway and Germany, develops and provides communication strategies and information screen systems to major private companies and public institutions. Its InfoBoard software is a high quality cloud-based digital information system used in smart buildings, corporate communications, retail, government buildings, higher education and hospitals. Most of the company’s revenue comes from corporate communications.



It’s not everyday that we get to see a law firm as interested in reaching its employees as well as does Withersworldwide.

“We have 1,000 employees across the globe and felt it was important to reach them all,” says Nigel Sprunt, international marketing director. “We were aware that we needed an internal communications system of some type in the different offices. Employees were saying, “We are one of the biggest firms and don’t know what’s going on,” but we didn’t know how to go about developing a system to connect everyone.

“We talked to several people in companies we knew and they recommended VisioSign, so we contacted it and started putting in the first screens four years ago. We now have 10 screens in our London headquarters alone, across different floors, and 45 across the full company.”

Withersworldwide uses a mix of 36” and 42” screens across departments, coffee areas and, of course, the reception area.

“We had to learn how to use it best,” says Sprunt. “We use it to tell about events going on, clients we’ve won, who has joined the company, company messages – but we’ve found that, for us, it’s not a place to celebrate birthdays or talk about a lost cat.

“Our lobby receptions use some of the same information, what we feel is interesting, but we filter it for clients.”

Initially, employees were rather reticent to send information, but once they saw other employees being featured, it was a case of ‘why shouldn’t I be there, too.’

“Our employees have become extremely responsive and they give us a lot of good ideas,” says Sprunt. “It has made for good company relations. Employees have come to feel that they are part of a family.”

Withersworldwide manages what goes on the screens from company headquarters.

What’s next? Sprunt would like to see its system become more sophisticated.

“We would like to start using animation. We don’t need sound. But we want to find new ways to have people stop and really catch their attention.”

“Withersworldwide has lots of ideas,” says Sussi Murphy, CEO of VisioSign UK. “We look forward to doing a lot more with the company in the future.” (GC)

