



USING 'UHY GLOBAL' AS A MARKETING TOOL

Published bi-annually, *UHY Global* is UHY's *flagship client facing magazine*. It 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

The publication usually features three to four key business articles, which can be used individually for separate marketing campaigns and social media engagement.

WHAT CAN I DO WITH THE PUBLICATION?

Your firm can use *UHY Global* as a marketing tool in printed, electronic format (PDF) and digital format:



- Printed copies are provided to member firms at no charge
- The digital version is accessible via the publications section on the [UHY website](#).
- The electronic version (PDF) can be downloaded via the [UHY intranet](#) or by accessing the digital version and choose the download option.



ELECTRONIC AND DIGITAL VERSION

These can be used to:

- **Email to clients, potential clients, other business contacts and staff:** this can be best achieved by using a dedicated email marketing platform such as [Mailchimp](#), [Dotmailer](#), and [Campaign Master](#). By using such a tool you will have access to design your own firm specific template. A few example email campaigns from other member firms are listed below.
- **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 capabilities and involvement with the UHY network.
- **Key individual articles available in PDF format from the UHY Intranet:** the individual articles can be used for a targeted distribution to clients and contacts. They can be added to the news section of your website and you can also include the articles in your own client facing 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).

EXAMPLE EMAIL CAMPAIGNS – SEE BELOW:

For further assistance please contact Dominique Maeremans, senior marketing & business development manager at the executive office, d.maeremans@uhy.com

De: UHY Fay & Co [mailto:prensa@uhy-fay.com]
Enviado el: lunes, 15 de enero de 2018 12:10
Para: Miriam López Jadraque <mlj@uhy-fay.com>
Asunto: UHY Global 5



We do more

Madrid
Barcelona
Málaga
Marbella

UHY Global 5

Con UHY Global, queremos compartir la diversidad, el pensamiento y la diferencia que un equipo global puede hacer por su empresa.

En esta ocasión ofrecemos por primera vez una [versión digital on-line](#), en un intento más de añadir valor con un formato sofisticado y moderno que facilite su lectura.

Esta edición contiene artículos de gran interés:

- EL FINAL DE LA GLOBALIZACIÓN?
- EL TRIUNFO DEL TRABAJADOR AUTÓNOMO
- REPENSANDO EUROPA
- EL RETO DE LOS IMPUESTOS A NIVEL GLOBAL



UHY es una red global de auditoría y consultoría que cuenta con más de 300 oficinas en más de 100 países.

UHY Global 4

Through UHY Global we want to share a little of the diversity, the thinking and the difference that a global team can make.

Complemented for the very first time by [a digital on-line version](#), delivering added value in a smart and contemporary way to achieve increased engagement with our readers

In this edition we publish very interesting articles on:

- GLOBALISATION IN RETREAT? Is it on the wane or just evolving?
- GETTING THE GIG - The global rise of the independent worker
- RETHINKING EUROPE - Growth and potential shifts eastwards
- TAXING THE WORLD

UHY Fay & Co es miembro único de UHY en España y está entre las 20 primeras firmas de servicios profesionales a nivel nacional.

UHY is a global network of accounting and consultancy firms with over 300 offices in over 100 countries.

UHY Fay & Co is the only member of UHY in Spain, the firm is amongst the top 20 firms of professional services.

www.uhy-fay.com



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This message was sent to mlj@uhy-fay.com from prensa@uhy-fay.com

From: UHY Hacker Young [mailto:UHYHackerYoung@e.uhy-uk.com]
Sent: 12 February 2018 16:50
To: Dominique Maeremans
Subject: Thought-leading opinions and experiences from across the globe



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Thought-leading opinions and experiences from across the globe

UHY Global, a bi-annual magazine, gives insight into international business topics, featuring thought-leading opinions and experiences from global contributors including UHY member firms, leaders of UHY service and industry groups and external sources. A true representation of what the UHY network is about.

Our fifth issue covers the following topics:

- **Globalisation in retreat?** - Is it on the wane or just evolving?
- **Getting the gig** - The global rise of the independent worker
- **Rethinking Europe** - Growth and potential shifts eastwards
- **Taxing the world**



To view the fifth issue of UHY Global, click one of the buttons below.

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Ongoing support through our international network of offices

We provide ongoing cross-border assistance through our cohesive international network, UHY International. With a presence in every major financial centre around the world, we can introduce you to commercially focused audit, accounting and tax professionals who can provide ongoing advisory services to your new overseas operation. To find out more, contact your usual UHY adviser.

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Helping you prosper



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