

# 2015 AWARDS PROGRAM

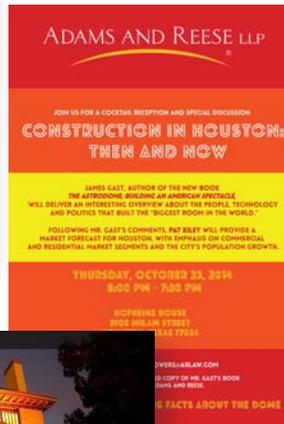
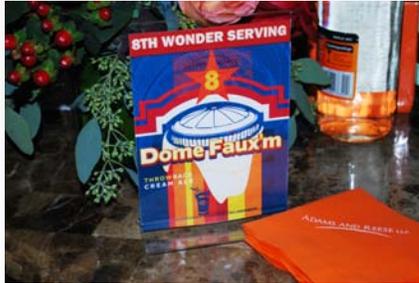
LEGALMARKETINGASSOCIATION



SOUTHEASTERN CHAPTER

# Adams and Reese LLP

FIRST PLACE



## Adams and Reese Presents "Construction in Houston: Then and Now"

Adams and Reese wanted to build a client event around the Astrodome's 50th anniversary and specifically target Construction and Real Estate clients in Houston.

Citizens of Harris County (Houston) recently voted on a proposition relating to the fate of the Astrodome, and its future was a hot topic in Houston. Also, we thought that a program that centered around the design and construction of the world's first indoor domed stadium would appeal specifically to real estate developers, architects, project engineers, construction managers and others within the Houston business community.

Our goal was very simple: leverage the public's general interest in the Astrodome to create an event where our firm's Construction and Real Estate lawyers could form new relationships

with prospective clients, enhance relationships with current clients, and generate new work for them and for the firm.

In August, our Business Development Manager in Houston read the review of a book that chronicled the construction of the Astrodome and immediately contacted the author Jim Gast. We discussed our goals and various ideas with him, and we decided to host an evening cocktail reception at which Mr. Gast would deliver a presentation about the construction of the Astrodome and its significance in the mid-century development of Houston.

Our venue was the Hofheinz House, the former residence of Roy Hofheinz who served as the mayor of Houston during the construction and the opening of the Dome. In fact, our event took place in the exact room

where Mayor Hofheinz and county officials negotiated the contracts for the construction of the stadium.

At the conclusion of Mr. Gast's presentation, we held an informal book signing and provided a copy of his book to each of our attendees. We worked with our Construction and Real Estate attorneys in identifying the appropriate clients, prospective clients and referral sources to invite. We created a unique electronic invitation that resonated with the audience. The invitation had an Astrodome "look" to it, as its colors were yellow, orange and red.

These colors corresponded to the seating tiers inside the stadium. Within the invitation, we included a link that took the recipients to a page on our website where they could read interesting facts and data about the Astrodome.