

POSITIONING & BRANDING

Codifying Authority in AI

Building the cultural infrastructure through which a new field of regulation is convened, argued and taught — for an international business law firm.

FOUNDER & DIRECTOR, PURE-ID

PARIS — BERLIN

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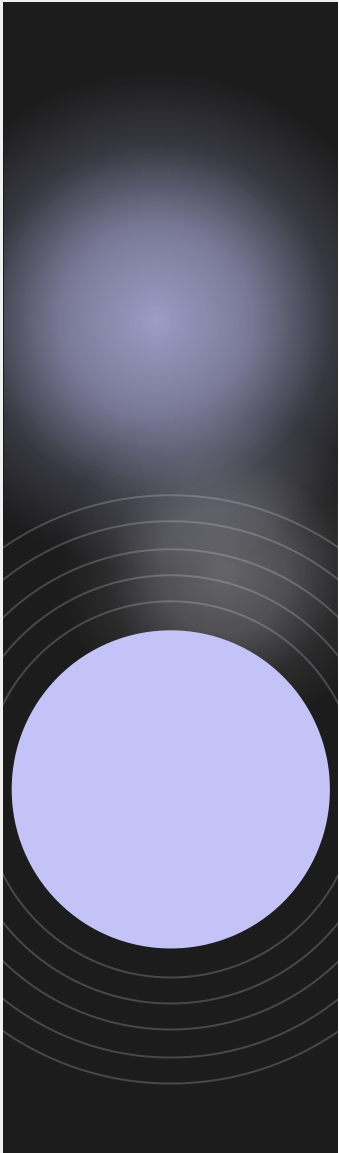


A field taking its shape

Regulation of artificial intelligence has moved from consultation to application. The interpretive frameworks — what a rule means in practice, where liability sits, how compliance is evidenced — are being written now, in symposia, journals and working groups as much as in statute.

Firms that take part in writing them are read as authorities when the questions reach their clients. This firm set out to hold that ground deliberately, through a thought leadership programme rather than an expanded service line.

Authority in a new field belongs to whoever builds the room where it is argued.



OBJECTIVE

Establish the firm as a reference authority in the governance of artificial intelligence — by convening, publishing and teaching — so that its positions are present in the frameworks its clients will later have to meet.

CLIENT

International business law firm

FIELD

AI governance & public policy

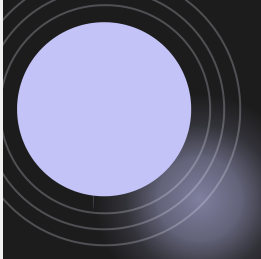
FORMAT

Thought leadership programme

REMIT

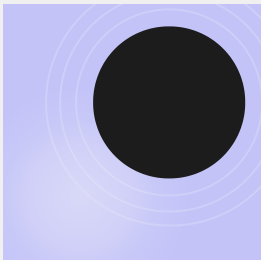
Positioning, convening, editorial

The instruments

**01**

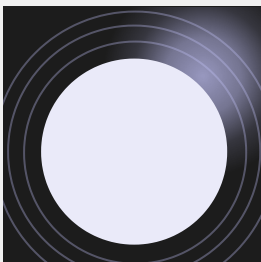
Annual symposium

An annual meeting that puts industry leaders, policymakers and academics in the same room on AI regulation. The firm convenes rather than presents: the asset is the room and the agenda, and the relationships that outlast the day.

**02**

Scholarly review

A limited-circulation public policy journal on AI governance, produced with think tank partners. Restricted distribution is the signal rather than the constraint — it places the firm among institutions that publish, not among those that advertise.

**03**

Collaborative workshops

Working sessions for clients and for the firm's own lawyers on regulatory developments and compliance practice. Education offered ahead of the mandate, which is what makes it credible.

PRINCIPLE

Expertise is a service. Authority is infrastructure, and it has to be built.

How the account was run

The programme was scoped as three instruments with a single positioning behind them. Each was translated into briefs that partners, editorial contributors and production suppliers could act on independently. Budget was tracked per instrument against deliverables, with scope changes documented and approved before execution. Editorial independence was protected in writing: the review commissions on argument rather than on client relationship, which is what keeps it citable.

Figures not disclosed.

KEY SUCCESS FACTORS

Convening before publishing: the room is the asset

Partners selected for institutional standing, not audience size

Limited circulation treated as a signal of seriousness

Editorial independence protected in writing

Education offered ahead of the mandate, never as a pitch

One positioning behind three instruments

AUTHORITY

The firm read as a convening institution in AI governance, not only as a provider of counsel.

PARTNERSHIPS

Standing relationships with think tanks, academic institutions and industry bodies that carry the programme between editions.

CLIENT ENGAGEMENT

Educational formats that open conversations earlier in the client's decision, and keep them open.

CULTURAL ASSET

Technical expertise converted into something durable: a symposium, a review and a curriculum the firm owns.

At a glance

INSTRUMENT	OBJECTIVE	WHAT WAS RUN	SUCCESS FACTOR
● Annual symposium	Convene the field rather than address it	Agenda design, speaker curation, production, follow-up	The room, not the platform
● Scholarly review	Publish where policy is argued	Think tank partnerships, editorial board, limited print run	Independence protected in writing
● Collaborative workshops	Teach ahead of the mandate	Curriculum, client sessions, internal sessions	Education, never a pitch
● Account management	Protect positioning, budget and scope	Briefs, cost tracking per instrument, documented scope changes	One positioning, three instruments

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