

How to Publicize Corporate M&A Deals

Now that the economy has come roaring back, corporate M&A transactions are on the rise. For professional services firms that want to publicize their involvement in such transactions, now is a good time to review the PR process as well as your lists of media and league tables.

We recommend that the firm choose one individual to compile the information regularly and make the regular submissions to these league tables and/or publications with your public relations firm.

Publications typically seek the following information regarding deals:

- Announcement date.
- Close date.
- Value of transaction.
- Type of transaction.
- Brief description of the transaction
- Parties to the transaction, noting target company.
- Financial services firms and executives representing each party.
- Law firms and attorneys representing each party, including in-house counsel.
- Additional biographical or geographical information.
- Is there a company or other press release?
- Another newsworthy aspect?

Professional services firms can submit to the following league tables:

- Bloomberg Legal Advisor
- Bloomberg M&A
- Buyouts
- Corporate Control Alert
- Dealogic
- DealWatch: Daily Report Blog
- Dow Jones VentureSource
- FactSet Mergerstat
- Financial Times
- Mergermarket
- Mergers & Acquisitions
- Thomson Reuters

There are also additional league tables for venture capital / private equity deals.

In addition to these league tables, professional services firms can submit deal information to all of the major M&A publications (American Lawyer, The Deal, Mergers & Acquisitions, M&A Advisor, etc.).