

Marketing legal services: succeeding in the new legal marketplace



The Law Society

June 2008 - London, Cardiff and Manchester
5.00-5.30pm Registration, 5.30-7.30pm - Seminar
2 CPD hours

Overview

This seminar addresses the issue of marketing management, project implementation and promotions for all practitioners facing the challenges of the new legal services marketplace. It deals with the The Legal Services Act 2007 and other regulation changes that have allowed big brand companies into the legal services market. It looks at the actions required by firms for them to compete on equal terms with for the legal services customers in the future.

It introduces the Law Society Publishing's new book, *Marketing Legal Services: Succeeding in the New Legal Marketplace*, that provides full details of the methods and techniques for successful solicitor's marketing management.

The seminar covers:

- The impact of the legal services regulation changes.
- The future of legal services following the Legal Services Act 2007
- The new competitions approach to the market
- Analysis of the trends in further market liberalisation
- The importance of capturing legal services enquires
- Methods to highlight the benefits of solicitors services
- Techniques for integrating marketing within a firm
- The 'One minute marketing solution'
- Brand management for competitive firms.

Who should attend?

Senior and managing partners, partners responsible for marketing, marketing managers, practice managers

Speaker:

Alastair Moyes and **David Monk** are directors of Marketlaw and work directly with solicitors helping them to take advantage of marketing management methods that bring clear business benefits. Their work is based on a collective 25 years of professional services marketing experience enabling firms to plan for a prosperous future. Close contact with the daily issues of balancing client and management time, alongside the strategic business planning and partnership pressures provides a clear understanding of how firms can apply practice development techniques to meet the future legal services challenges. Integration of marketing management and promotional systems within a firm is the aim of their new book *Marketing Legal Services: Succeeding in the New Legal Marketplace*. It covers the options available and the practical techniques required to compete against national big brand companies while maintaining the unique and valuable features of the traditional solicitors firm. Working with senior and managing partners they have developed a systematic programme of marketing management development through tried and tested methods that give the firm control over their business future. Marketlaw is a regular contributor to the Law Society Gazette's management section and a member of the Law Management Section. The changes in the legal services market present a unique challenge to practitioners, this seminar provides the ideas, tools and solutions for a prosperous future.

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TO BOOK Please complete this form and return it with payment to:

Event Team (Room 1.01), The Law Society, 113 Chancery Lane, London WC2A 1PL or DX 56 Lon/Chancery Ln

Tel: 020 7316 5531/Fax: 020 7316 5667.

Firm/Organisation: _____

Address: _____

Postcode: _____

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I would like to attend the following seminar

If you are booking within two weeks of the seminar, please email to ensure there are places available: events@lawsociety.org.uk

Wednesday 11 June London 113 Chancery Lane

Monday 16 June Cardiff The Law Society Wales Office

Monday 30 June Manchester Ramada Manchester Piccadilly

Registration and refreshments 30 mins before start of seminar. Joining instructions will be sent two weeks before the seminar.

Delegate 1

Title: _____ First Name: _____ Surname: _____

Position: _____

Email Address: _____

Address: _____

Postcode: _____

Tel No: _____ Fax No: _____

Delegate 2

Title: _____ First Name: _____ Surname: _____

Position: _____

Email Address: _____

Tel No: _____ Fax No: _____

Registration fee

£105 + VAT = £123.37 per delegate

Delegate(s)

Cheques payable to **The Law Society**

Total payment

Special requirements

Please advise if you have any special requirements _____

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2. The Law Society reserves the right to amend or cancel this event. Should the event be cancelled a full refund of any registration fee will be made. The Law Society does not accept liability for any expenses incurred by the delegate as a result of cancellation.
3. Prices may be subject to change and a supplement may be payable for special dietary requirements.
4. The delegate fee is non-refundable - but you may substitute a colleague or event documentation will be sent to you.
5. This booking form constitutes a legally binding contract. The delegate and firm are jointly and severally liable for payment of the fees due.