

A SPECIAL INVITATION TO BE PART OF A COMPLIMENTARY,  
LIMITED ENROLLMENT ROUNDTABLE

## Transforming the Marketing Function 2017

October 24, 2017  
Chicago

8:30 a.m.-11:00 a.m.  
The Metropolitan Club,  
233 South Wacker Drive

### **FOCUS:** Technology's Rapidly GROWING Role in

- Business Intelligence
- Business Development
- "RFPs"
- Creating Added Value for the Client
- Staffing

**"Digital is the New Oil" (Our Most Valuable Resource) \*\***

*The Economist*

### **Digital, Data, Social Media, Blogs, Podcasts and a multitude of other channels...**

these are the new currency of marketing professional services effectively at maximum cost efficiency and will be our core theme this year.

We will examine the effective utilization of technology, both as a tactic, source of information and measurement tool. Armed with a greater understanding of the applications, you will be in a better position to integrate technology into all phases of marketing and business development programs and make them more relevant, and successful, for clients.

### **A Singular Focus, Deliver Better Results**

Unlike other marketing educational programs, Sandpiper's Roundtable is built around a single concept with wide applications, not a smattering of topics. We also believe the audience should be more than passive listeners. With a seat at the table, you will be encouraged to be part of the dialogue with a blue-ribbon group of industry players from the top ranks of prestigious, profitable firms doing exciting things.

Our Roundtable has an original agenda; business and lawyer leaders helped us to identify the subjects.

**"A great program with a superb panel"**

Deborah Brightman Farone, Former Director of Business Development & Communications,  
Cravath, Swaine & Moore LLP

**LIMITED TO 30 FIRMS**

First time in CHICAGO; fully subscribed last two years in New York.

**TO REGISTER: E-mail:** [Kevincotelo@sandpiperpartners.com](mailto:Kevincotelo@sandpiperpartners.com)

**Phone:** 973.278.8800 or **Fax:** 973-278-8833

### **Faculty includes:**

**John Albrighton**

Marketing and Business Development  
Director, Neal, Gerber & Eisenberg LLP,  
Chicago

**Robert H. Riley**

Founding Partner, Riley Safer Holmes &  
Cancila LLP, Chicago (Moderator)

**John M. Byrne**

Chief Marketing Officer,  
Gould and Ratner, Chicago

**Barry Solomon**

Chief Marketing Officer,  
Sidley Austin LLP, Chicago

**Suzanne Donnels**

Chief Marketing Officer,  
Jenner & Block, Chicago

**Joe McSpadden**

Senior Vice President, Communications  
Supply Chain, Williams Lea Tag, Chicago

# MARKETING: “It has never been more imperative to develop and maintain business.” \*\*

Law Practice

## Agenda

- 1. Technology as an Enabler—and Disruptor—in Business Development:** At every stage of the process you can take advantage of new tools to gather information, analyze industries and concepts, and achieve greater success in your efforts. Our panelists will exchange ideas with participants on utilizing contract management systems to build and deepen relationships and other tools to measure your success both objectively and subjectively, focus your programs and targets, evaluate results, and acquire helpful data to bolster your business. We also will discuss how to access data (and what data) to assist the firm with refining its strategy.
- 2. RFPs and Re-Proposals:** One major firm recently told us that the number of RFPs it expected to complete had jumped from 75 to 200 in one year, and they required more detailed answers than ever before. Other firms agree the number of RFPs has increased exponentially; our objective in this segment is to help your firm create better “pitch” books faster (beginning with the templates sent by the requesting company) with attractive design concepts at lower cost using new processes and technology. Also how to take advantage of your knowledge base to determine which RFPs offer the greatest opportunities and which are less likely to succeed and should be lower priority. Re-proposals, developing more work from the same clients, is also key tenet of business development. Yet attention to re-proposals often is a lower priority. Hear how re-proposals can be streamlined using technology.
- 3. Creating Added Value for the Client:** Clients are on overload with the flood of memos on legal subjects and other materials they receive from law firms. But there are other fertile grounds where you can add value for your services. For example, one major firm is doing more professional training and development for clients on CLE subjects, both online and on premises and has already staged 100 of these courses—giving the firm an opportunity to talk directly to clients in different settings and introduce many of their partners to a client. Another firm has developed niche industry products so a client can do select matters without the firm charging an hourly rate and now shares a number of such products across its client database. A third shares its data analytics on costs, industry metrics, and other similar information from its practices with clients who in turn often provide the firm with their analytics.
- 4. Staffing: New Profiles with Technology Expertise:** Backgrounds and profiles are not what we have traditionally seen in marketing. Different times require different staff. Today’s staff need to implement and operate technology platforms used by partners and the firm to enhance brand differentiation, to get business and to monitor metrics and create data analytics on performance. Shifting priorities may call for resource re-allocation. The price of tech talent has soared. Should you outsource or build the team internally? Or both?

*\*The Economist, May 6, 2017*

*\*\*Law Practice, January/February, 2017*

## Registration Form

**30 Places Available**

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Name: \_\_\_\_\_  
Position: \_\_\_\_\_  
Firm: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

### Return Registration Form to:

[Kevincotelo@SandpiperPartners.com](mailto:Kevincotelo@SandpiperPartners.com) OR fax to 973-278-8833. Questions? Call 973-278-8800.

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