



BD BENCHMARK BRIEFING FOR LAW FIRMS

Improve your firm's marketing and business development results

Most firms understand that marketing and BD activities are critical to growing business, and invest significant time and money into them. However, there is often very little return on investment.

Do you struggle to prioritise your marketing and BD activities?

Do you know which actions will deliver worthwhile results, and which are a waste of time and money?

Your firm is not alone. Did you know:



Improve your results

In the briefing, one of our consultants will share insights from the JMA/ALPMA research, *Referrals and Cross-Selling in Practice*, and facilitate a discussion on contemporary best practice in law firm marketing and BD.

See how you compare with similar firms, and learn what the most successful firms are doing to successfully grow their revenues.

By the end of the briefing, you will have specific recommendations on how your firm can improve and leverage your marketing and BD activities.

Who should attend

- Partners
- Practice Managers
- Directors
- CEOs
- Owners
- BD/Marketing Managers

Learn more, or book a briefing for your firm now

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