



# MARKETING PARTNER ROUNDTABLE

## A Peer Group of Marketing Partners from Regional Law Firms

The Marketing Partner Roundtable is a peer-group network of marketing partners and managing partners who tap into each other's perspectives, expertise, and strategic wisdom in order to:

- Adapt to the new set of competitive pressures facing small-to-mid-sized law firms.
- Implement appropriate revenue-strengthening strategies and tactics; and
- Make the experience of serving as a law firm marketing partner more rewarding.

The Roundtable consists of marketing directors of regional firms (generally 60-500 lawyers) in non-competing regions.

### Example Agenda Topics:

- Encouraging buy-in from firm management
- Budgeting standards and best practices for strategic marketing
- Cross-selling models
- How to determine ROI on marketing initiatives
- Marketplace challenges

Over a full year, Roundtable meetings occur every other month for 75 minutes via teleconference. Once a year we host a full-day in-person retreat that features some of the top thought leaders in the industry.

There is an annual membership fee that covers the cost of the call facilitation and the retreat.

### Roundtable Values:

Confidentiality: The Roundtable is a confidential environment that enables candid and meaningful discussion.

Respect: Feedback is delivered candidly and directly, but in a tenor that is congenial in nature and reinforces a safe and trusting environment among members.

Prosperity: Members offer strategies and share resources that contribute to each firms' respective economic success.

Commitment: To ensure consistency and cohesiveness, members make every effort to attend each Roundtable call, as well as the annual retreat.

### How to Apply:

Contact us to see if your region is available at the Roundtable.

### Facilitated by David Ackert

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*"Because the marketing partner role lends itself to a certain degree of isolation, it has been very helpful to interface with peers at other firms. I have learned a great deal from their insights and initiatives."*

*Andrew Apfelberg,  
Marketing Partner,  
Greenberg Glusker*

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[www.ackertadvisory.com/legal/marketing-partner-roundtable](http://www.ackertadvisory.com/legal/marketing-partner-roundtable)