



MARKETING LEADER ROUNDTABLE

A Peer Forum of Marketing Leaders from National and International Firms

The Marketing Leaders Roundtable is a facilitated peer group of marketing and managing partners, CMOs, CBDOs and other law firm leaders who tap into each other's perspectives, expertise, and strategic wisdom in order to:

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

The Roundtable consists of heads of marketing and business development from national and international firms.

Example Agenda Topics:

- Measuring the ROI of marketing initiatives
- Motivating lawyer engagement in BD
- Monitoring trends in client industries
- Brand development, content marketing and integration
- Leveraging marketing budgets to maximize business results

Roundtable meetings occur every other month for 75 minutes via teleconference. Once a year we host a 1½ day in-person retreat that features some of the top thought leaders in the industry. There is a \$3500 membership fee that covers the annual retreat, speaker fees and call facilitation.

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 submit your firm for membership at the Marketing Leader Roundtable.

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Learn more about us at:
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