

Getting the highest value from the legal directories

09:30 - 13:00, Wednesday September 24, 2008
AC Cuzco Hotel, Madrid

Recent years have seen an explosion in the number of international legal directories aiming to research the quality of law firms, and their individual lawyers, and an increasingly wide variety of rankings and league tables.

Some law firms view these directories and rankings as an important opportunity to promote the high quality of their practices and lawyers, while for others they are a major headache.

Partners report that their participation in the major international directories is increasingly time-consuming and expensive and yet may still not adequately reflect their true skills and market reputation.

The directory and legal ranking submission process – for titles such as Chambers, IFLR, Legal 500, mergermarket, ^{PLC}Which Lawyer? etc – has for many become the biggest annual marketing challenge.

At this unique Master Class, representatives from Iberian law firms will be able to meet senior executives and publishers of some of the most prominent international directories to discuss the following key questions.

Issues covered

- Catalyst or catastrophe – is the growth in market information good or bad for the legal profession, which lawyers and law firms most benefit?
- What are the advantages and potential returns on investment from participating in the legal directories – do clients actually use them?
- What is the clients' perspective and should law firms provide their details to researchers?
- Are the league tables and rankings all the same – or should firms prioritise?
- How to get the best results – what is the inside advice from the publishers and researchers themselves?
- How to best manage the directory submission process – making it more cost effective and less time consuming for partners?

Posibilidad de traducción al español para cuestiones puntuales.

Exclusive Iberian Research

Participants will receive exclusive research by Iberian Lawyer on how Iberian clients view the international directory process.

Faculty members include

- **Alex Morrall**
Publisher, ^{PLC}Which Lawyer? (Practical Law Company)
- **Chris Scoble**
Former European Head of Marketing, Dewey Ballantine and Orrick; Esprima Consulting, London
- **Fiona Boxall**
Managing Director, Chambers Directory
- **Hermenegildo Altozano**
Partner, Lovells
- **Lloyd Pearson**
Former Editor, Chambers Directory, and Communications Manager at Herbert Smith (London), and White & Case (New York)
- **Rosana Rumschisky**
Director of Communications & Marketing, Gómez-Acebo & Pombo



Methodology

The Master Class will be highly practical based upon the concrete experience of leading law firms. It will be led by top London consultant Chris Scoble and participants will hear practical case studies on how international law firms – such as Dewey Ballantine, Herbert Smith, Orrick and White & Case – have found their own solutions to the directory and ranking issue.

The presentations and case studies will be followed by a panel debate with senior experts, including the publishers and researchers of some of the most prominent legal directories.

Exclusive research – Iberian Lawyer will present new research on the client perspective of the international directories and their various research processes. Are clients happy for lawyers to pass on their details, or to act as references, or do they perceive the research and enquiry process as an annoying distraction? Which directories are the most professional in their approach?

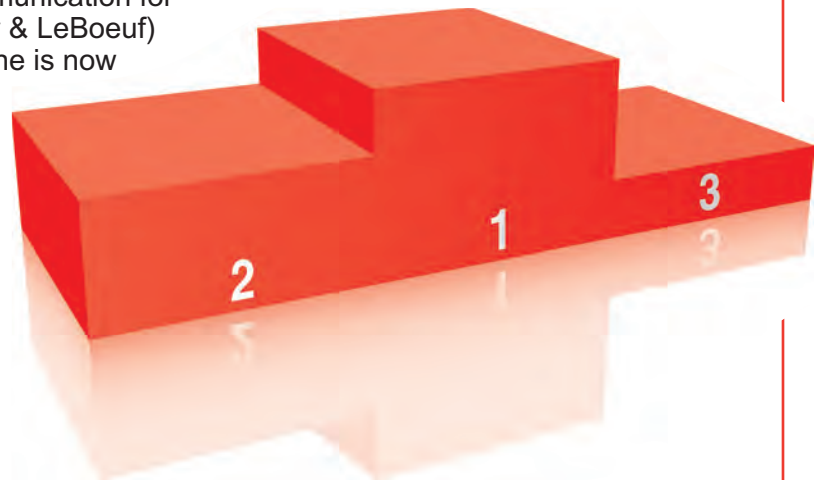
Participants will gain the following key benefits

- A better understanding of the different directory types – who to work with (and invest time and marketing budget) in order to best reach the target client or referral audience
- A better understanding of the different research processes and ranking criteria – what information do the directories really need and when do they want it
- How to make the submission process work better (and be less painful) – getting the best results by recycling and leveraging information and data
- How to make the entire process more time efficient and cost effective – playing to firms' strengths for maximum ranking potential and marketing impact
- How to minimise partner input and maximise output – strategies for achieving the best results
- The clients' perspective on the directory submission process



Course Director

Chris Scoble, Esprima Consulting – after 20 years in senior positions with Barclays Bank, including at their Madrid office, Chris Scoble subsequently led European marketing and communication for Dewey Ballantine (now Dewey & LeBoeuf) and Orrick. Based in London, he is now a consultant to law firms across Europe.



Firm specific training

Interested in the Master Class but would like a version focused specifically on your own law firm and how best to promote your own practice groups? Iberian Lawyer can work with you to develop focused training that is tailored to your own particular needs and goals.

Contact **Mari Cruz Taboada** at 91 788 5701 or maricruz.taboada@iberianlegalgroup.com

Master Class Reservation

Participation at the Master Class is by invitation only and restricted to two people per law firm. To reserve your place please fax the details below to:

Carlota Sánchez T +34 91 788 5701 or Email carlota.sanchez@iberianlegalgroup.com

<input type="checkbox"/> €465 +IVA (first person)	First Attendee Name _____
<input type="checkbox"/> €368 +IVA (- 20% discount for 2nd person)	Second Attendee Name _____
Firm _____	Contact name _____
Address _____	CIF/VAT _____
Email _____	

Once we have received the booking form the places are confirmed. Any cancellations received 7 days or more before the date of the course will be charged a 10% administration fee. After that date the full course fee will be charged. **All cancellations must be received in writing.** Iberian Legal Group SL (ILG) reserve the right to change the content and timing of the programme, the faculty and the date and venue if reasons are beyond their control. **Data protection** – In accordance with the L.O.P.D. we inform you that your details will be included in the ILG database to manage your participation in this project, as well as to offer information services organised by Iberian Lawyer or one of their collaborators. You may exercise your rights of access, modification and cancellation or opposition through communication with Iberian Lawyer, Pso Castellana 164, entreplanta 1, 28046 Madrid.