



LexisNexis®

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SOLUTIONS

InterAction®
Advancing CRM

Finding Growth in a Flat Market

AN INVITATION

Smart Breakfast, Frankfurt, **September 20th, 8am**



The *M-Club*
LEGAL MANAGEMENT

Firms want to stay ahead of the curve when it comes to firm growth. But are you prepared for one of the most difficult challenges facing firms today - finding the insights and tools to help you grow in a competitive and challenging market? In this session, you'll identify the fundamental elements of finding growth in a flat market. You'll explore how to determine the future of the market, identify potential growth markets, leverage tools and processes for cross-selling, and measure successes.

Topics include:

- Legal market trends and the future of the market
- Emerging legal practices and emerging geographical markets
- Maximizing the best cross-selling tools and processes
- How to measure success

Schedule:

- 8.00 Welcome & registration
- 8.15 Brief introduction by the facilitator
- 8.25 Panel
- 9.10 LexisNexis Market survey presentation
- 9.25 Conclusion
- 9.30 Networking (ends 9.45)

Panelists

- Holger Scheer, Founding Partner, Skye-Partners
- Dr Iris Brokamp, Consultant and Coach for law firms, Legalfit
- Harry Pfeffer, Manager, LexisNexis Enterprise Solutions
- Prof. Laurent Marliere, Expert in Legal & advisory markets

Attendance

25 selected guests, all managing partners, partners, CEO, senior executive in business development and marketing within innovative law firms.

Venue

Hilton Frankfurt City Center

Hochstrasse 4 – 60313 Frankfurt am Main - +49 691338000

The M-CLUB

The M-Club ("M" for Marketing) is an informal platform that addresses the latest marketing trends to executives in the legal profession.

The M-Club meets in several European cities. Working language is English. The coordinator of the M-Club is Laurent Marlière, Professor of Marketing and author of several best sellers on the legal market and marketing for professionals. The M-Club is supported by LexisNexis Enterprise Solutions. There are NO costs linked to this invitation and participation. Attendees will be handed out an exclusive intelligence report on "trust and transparency between large law and their clients". A four years long research released in 2018.

Any questions? email: LM@marliere.com or call + 32 475422149