



## LAW PRACTICE MANAGEMENT PART 2

# KEY STRATEGIES FOR SUCCESS IN MARKETING AND PRACTICE GROUP MANAGEMENT

*Presented by DRI's Law Practice Management Committee*

This, the second program in a three-part webconference series, will focus on what *clients* say are the most effective marketing, selling and service strategies and discuss how law firms can improve in each of these areas. We will also discuss a key focus for law firms today—practice group leadership and management. Learn about best practices based on information from firms across the country. This information will help firm managers effectively plan at the practice group level and market, manage and deliver the highest quality services to clients.

### Who Should Attend

- Managing partners, executive/management committee members and executive directors
- Law firm marketing directors, marketing partners and attorneys who are involved in client development and retention
- Attorneys and other law firm professionals who are involved in associate hiring and development

### What You Will Learn

- Where your firm's financial performance stands versus comparable firms in your region and throughout the country, and how to use these metrics to improve profitability
- Winning marketing strategies as described by law firm *clients* and industry-leading practices to improve the performance of your practice groups and practice group leaders
- Best practices in associate retention and compensation strategies—keys to your firm's culture and ultimate success—as well as the innovative application of leadership development principles to the law firm environment

The State Bar of California has approved this webconference for CLE credit. Please visit [www.dri.org](http://www.dri.org) for accreditation in your state and links to all state bar associations.

## Register Now!

The webconference combines clear, reliable, high-quality audio via toll-free telephone connections with visual content displayed via the Internet. One price per site/office—invite as many people as you want! All you need is a speakerphone and your PC (with optional projector).

### Webconference Registration Fees\*

\$150 Member      \$180 Non-Member

### Take advantage of these attractive discounts!

1–5 offices — regular price per site/office  
6–10 offices — \$20 off registration fee per site/office  
11+ offices — \$25 off registration fee per site/office

Phone your registration and credit card information to KRM at 800.775.7654 or

[CLICK HERE TO REGISTER ONLINE.](#)

\*International Participants: Additional phone charges may apply. Please call KRM Information Services at 715.833.5426 for exact costs.

## Tuesday, September 23, 2008

3:00 p.m. – 4:30 p.m. Eastern

2:00 p.m. – 3:30 p.m. Central

1:00 p.m. – 2:30 p.m. Mountain

12:00 p.m. – 1:30 p.m. Pacific



**James R. Courie** is a founding partner and the managing partner of McAngus, Goudelock & Courie, LLC, a firm with over 100 lawyers throughout the Carolinas. Mr. Courie's practice focuses on state and local government relations and procurement, business development and strategic planning. He is a frequent lecturer on business development, strategic planning and law firm management. Mr. Courie is the chair of DRI's Law Practice Management Committee.



**Marci Krufka** is the executive director of DeCotiis, FitzPatrick, Wisler & Cole, LLP, an 80-lawyer firm in Teaneck and Trenton, New Jersey. Prior to her current position, Ms. Krufka was a principal with Altman Weil, Inc., where she consulted with law firms nationally on strategy, management and marketing issues. Ms. Krufka lectures throughout the country on strategy, profitability, marketing and business development, practice group leadership and management and leadership development for law firms.