Katten

FIRM EVENT



Best Practices in Responding to Proposals

Presented by the Legal Marketing Association's Chicago Chapter

March 12, 2009

Partner Tasneem Goodman will present ideas, processes, and approaches to proposals and pitches as a member of a law firm marketing panel.

Topics at the event include:

- Marketing's role in the proposal process
- Proposal layout, design and length
- Proposal Generators vs. Custom Proposals
- Best practices in proposal processes
- Best practices in preparing proposals
- Best practices in working with partners to prepare proposals

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