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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