



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

Attorney advertising. Published as a source of information only. The material contained herein is not to be construed as legal advice or opinion.

©2025 Katten Muchin Rosenman LLP.

All rights reserved. Katten refers to Katten Muchin Rosenman LLP and the affiliated partnership as explained at katten.com/disclaimer.