



## Best Practices in Responding to Proposals

**Presented by the Legal Marketing Association Chicago Chapter**

March 12, 2009

Partner Tasneem Goodman will speak as a panelist on "Best Practices in Responding to Proposals" on Thursday, March 12.

Topics of discussion will 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