

Law Firm Rankings – Perspectives from In-House Marketers

Presented by the Legal Marketing Association

November 17, 2010

Partner Tasneem Goodman will speak as a panelist at a webinar on "Law Firm Rankings – Perspectives from In-House Marketers" at 1:00 p.m. Central on Wednesday, November 17.

Questions that will be discussed include:

- How should a law firm effectively evaluate and respond to the growing numbers of survey requests?
- Is there a "tipping point" when firms have asked their clients too often to serve as a reference?
- When marketing staff is limited, how do we determine whether compiling info for rankings is the best use of time or personnel?

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

©2026 Katten Muchin Rosenman LLP.

All rights reserved. Katten refers to Katten Muchin Rosenman LLP and the affiliated partnership as explained at [katten.com/disclaimer](https://www.katten.com/disclaimer).