

SURVEY METHODOLOGY -

Survey respondents included approximately sixty representatives from primarily Am Law 200 law firms. This survey data was tallied in New York at the 2005 “Next Generation Business Development Forum©” using live audience feedback technology from Express Interactive Solutions www.expsolutions.com.

DEMOGRAPHICS OF RESPONDANTS -

BY POSITION: Approximately 45% of respondents are firm partners that act as either chairman or head of their firm and/or Business Development/Marketing Committees. The other 45% of respondents are Chief Marketing Officers or an equivalent position within the above firms. The remaining 10% were the equivalent of firm administrators or chief executive officers of their firms

BY GEOGRAPHY: Approximately 25% were from the Northwest United States; 40% from the Midwest and Mid-Atlantic regions; 11% Western states; 10% Canadian; and 4% from the United Kingdom.

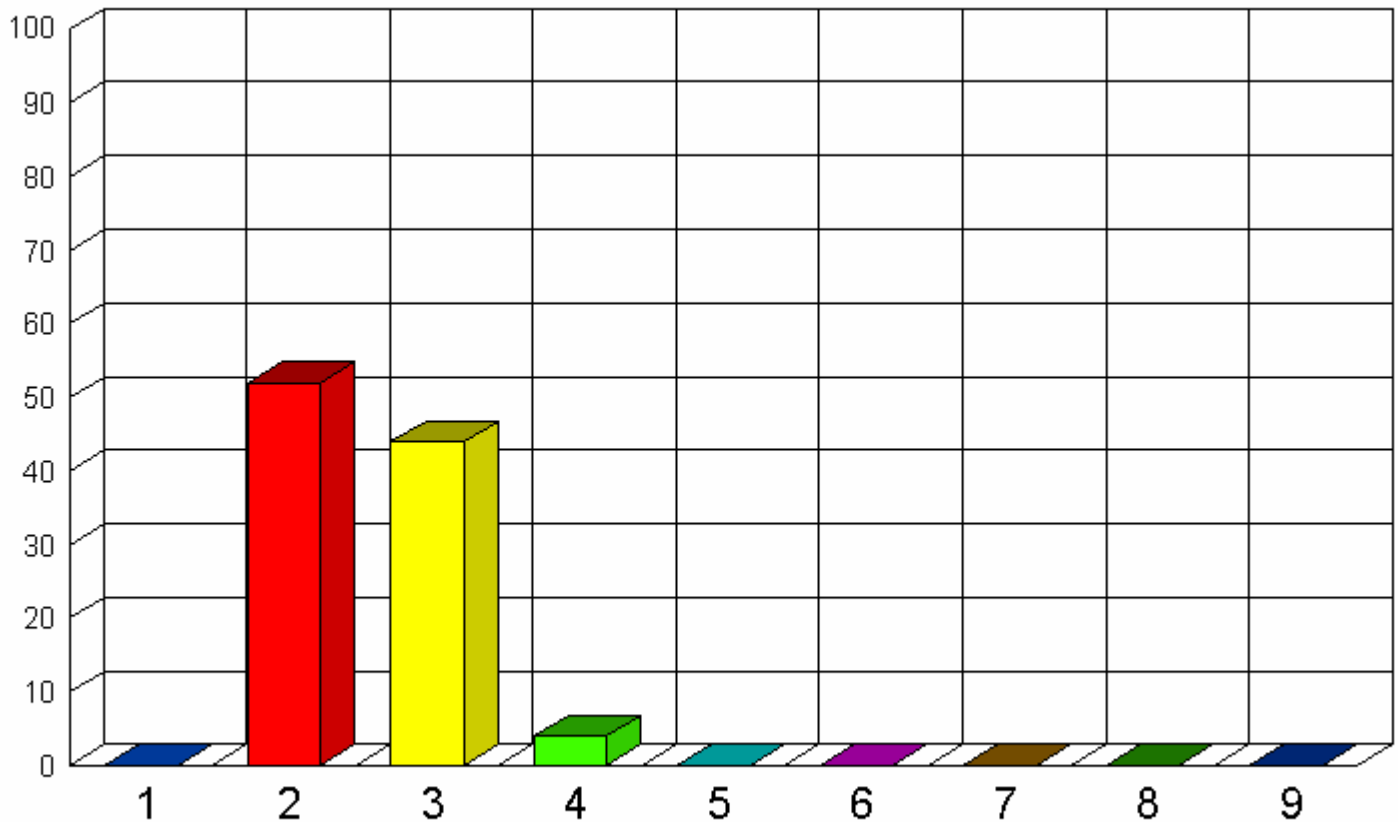
BY FIRM SIZE: Approximately 40% were from firms with over 500 lawyers; 40% from firms with between 51-500 lawyers and 10% from firms with 26-50 lawyers and 5% other.

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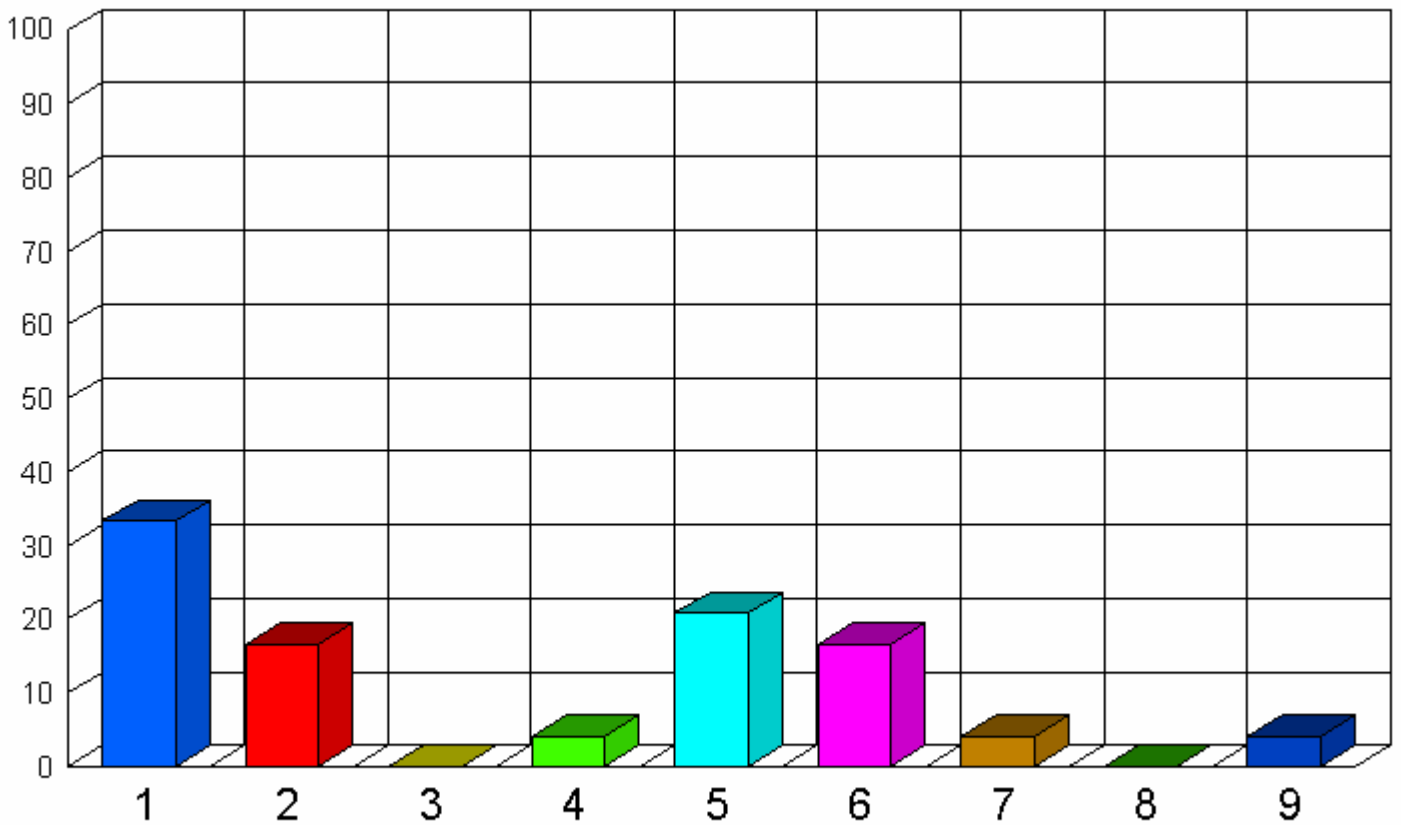
Question # 6 For 2004 what percentage of total annual revenues is your firm applying to marketing/bus development? | %

<i>Demo Percentage</i>		
1.Less than 1%		0.00
2.1% - 1.99%		52.00
3.2% - 3.99%		44.00
4.4% - 4.99%		4.00
5.5% - 6.99%		0.00
6.7% - 9.99%		0.00
7.10% - 15%		0.00
8.More than 15%		0.00
9.Other		0.00
<i>Mean Score:</i>		2.52



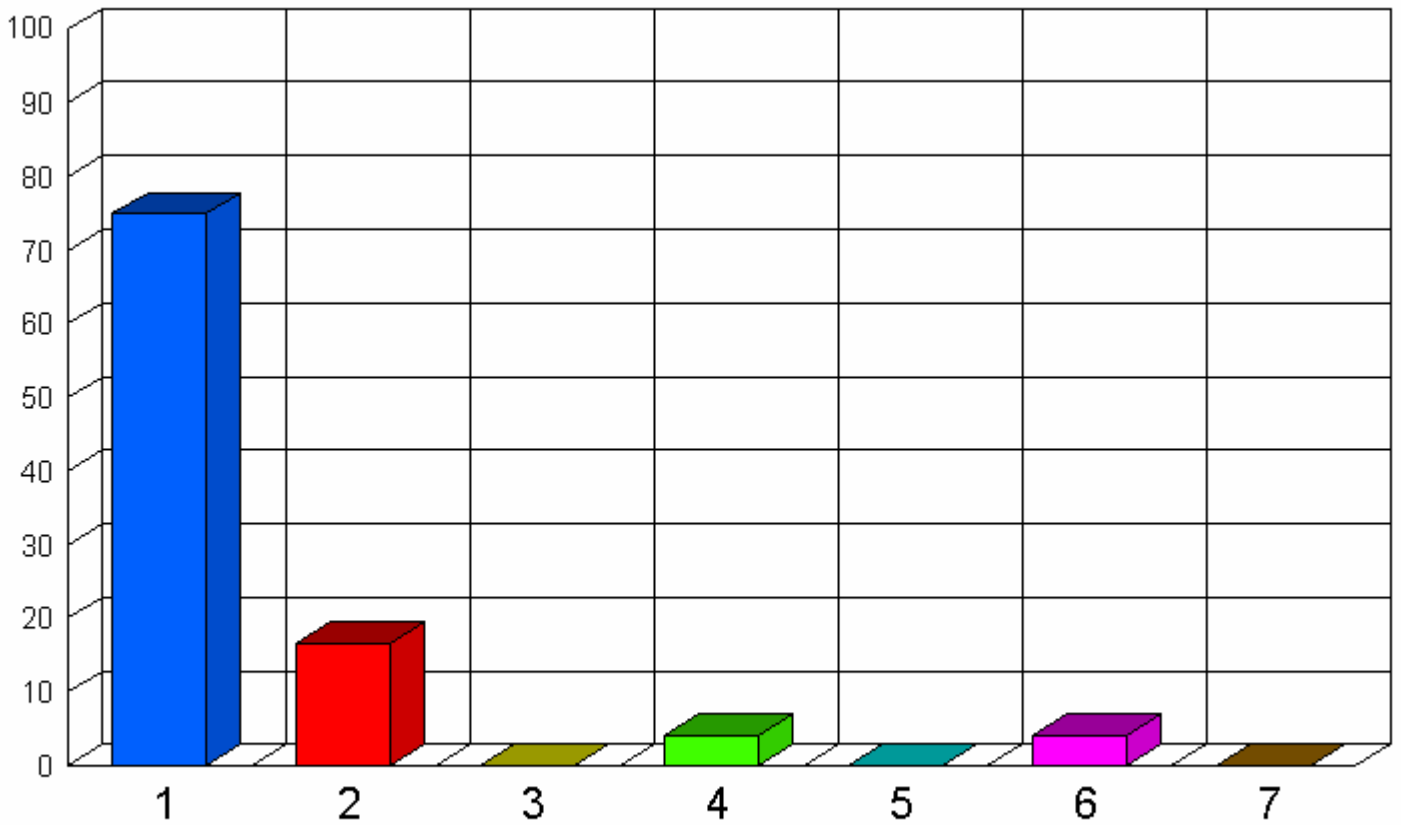
Question # 7 Which category represents the largest budgetary line item for marketing? | %
 (Not including mkt. staff salaries & benefits)

<i>Demo Category</i>		
1.Seminars/events		33.33
2.Advertising		16.67
3.Public relations/media		0.00
4.Technology – inc. website and CRM systems		4.17
5.Individual attorney initiatives (inc. travel & entertainment)		20.83
6.Practice group expenditures		16.67
7.Client or industry team expenditures		4.17
8.Directory listings		0.00
9.Charitable/client/community support		4.17
	Mean Score:	3.54



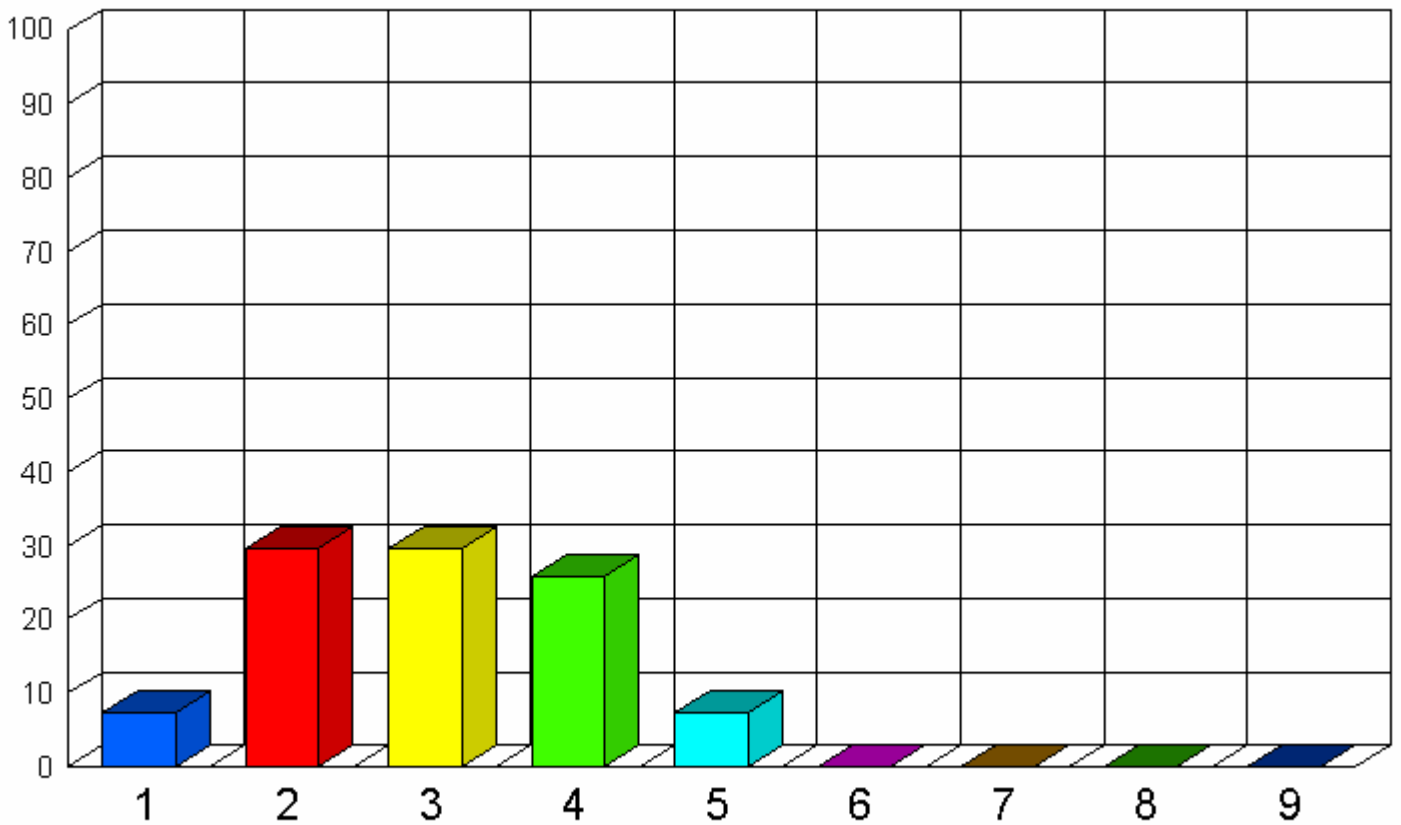
Question # 8 Adding your entire firm's Mar Com/Bus Dev staff time together which category represents the staff's greatest time expenditure? | %

<i>Demo Time</i>		
1.Mar Com functions		75.00
2.Bus Dev functions		16.67
3.Strategic Planning		0.00
4.Knowledge management		4.17
5.Market intelligence		0.00
6.Lateral identification/recruiting/development		4.17
7.Other		0.00
<i>Mean Score:</i>		<i>1.50</i>



Question # 9 What marketing/bus dev activity generates the best/greatest revenues for your firm? | %

<i>Demo Activity</i>		
1.Seminars/events		7.41
2.Face-to-face/small group meetings		29.63
3.Targeted/niche marketing or practice areas		29.63
4.Referrals		25.93
5.Individual marketing plans		7.41
6.Publicity		0.00
7.Advertising		0.00
8.Website		0.00
9.Other		0.00
Mean Score:		2.96



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