



MORE THAN JUST A PLACE TO LEARN, GROW AND SHARE.

The Law Firm Marketing Club (LFMC) is a community of law firms looking to get better results from their marketing.

This may be to get more clients, earn more fees, improve know-how and skills, or it may be to share and collaborate with other law firms across the UK.

What's included with the membership?

- **Monthly member collaboration get togethers.** Chatham House style discussions where members share challenges, opportunities, ideas, tips and discuss specific topics, including invited expert speakers from time to time.
- **Attend our insightful webinars and podcasts and have 24/7 access to recordings**
From strategic to tactical, these events cover the topics that will help you and your team to elevate your marketing, whilst supporting your learning and the development of your marketers, partners and lawyers; including your trainees & young professionals.
- **Shape what webinar topics and experts we arrange in the future e.g. to support your development and needs.**
- **Attend our (at least) annual LFMC Members only Summit.** An in person event that is a combination of a collaborations session plus strategic workshops.
- **Access to unique LFMC conducted research inc.:**
 - What Clients Want
 - Annual Professional Services Marketing Survey
 - A regular Legal Sector Market Outlook Report (who is doing what, latest trends, what is the outlook etc.)
- **Exclusive invitations to networking events and roundtable discussions.**
- **Exclusive member area on the LFMC website** to access additional resources, guides and checklists, plus a membership directory to enable you to connect with other members and other tools to support your marketing.
- **A quarterly 'conflab'** (strategic consultation) with Clare Fanner to help you make the most of your membership.
- **A range of benefits from our partners** (see overleaf) – from training and mystery shops to SEO audits, software trials and much more.
- **Ad hoc other benefits** – from business books and socks, to pizza and coffee. We also operate a 'you ask, we will try and help' approach e.g., we have conducted research specifically at the request of members and we build the events programme around the topics our members want us to cover.

Find out more

clare@findgetgrow.com

www.lawfirmmarketingclub.com

Please refer to the website for full and up to date details of all membership benefits and prices.

Why Join? Don't just take our word for it ...

"I am a Marketing Director who has worked in professional services for nearly 20 years and during that time I have been part of many networking and business clubs.

*The LFMC has been the best. Highly recommend."
Helen Freeston, Paris Smith LLP*

Our members join so they can collaborate, share and learn from and with other law firm marketers and include several mid-sized regional law firms, smaller firms, and some 'sole-marketer' firms. We regularly welcome managing partners as well as marketers to our collaboration and networking events.

Just want to be kept 'in the know'?

Subscribe to be added to our database to receive regular emails, invitations to events and for other news. This costs nothing.

Partner offers for members

Receive a range of offers from our trusted partners. Contact us for further details of their offers - from training and audits to facilitated workshops.



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