



Sharplegal US brand workshop

This bespoke, highly interactive two hour workshop draws on Acritas' Sharplegal study of over 2,000 global senior legal decision makers to help law firms develop an enduring and differentiated brand.

Workshop outline

The customized brand workshop will last up to two hours and be facilitated by an Acritas director.

Data will be drawn from US based respondents to the Sharplegal program in the last 12 months. The session will be split into five core areas, with the opportunity to review and discuss questions at the end of each section.

Brand cycle: looking at the process by which awareness is turned into revenue. This section will include a detailed look at the composition and methodology of the US Brand Index.

Brand recall: This section will look at leading US firms for brand recall, as well as your firms' specific position relative to the leading firm for US overall, and if required within specific geographic regions. We will also discuss the dramatic shift in the legal brandscape over recent years and the opportunities presented.

Brand drivers: This section will consider what is driving brand strength. We will take a detailed look at favorability drivers for your firm, compare those to the US market's most favored firm or an agreed peer group* and identify areas of strength in service performance that could be used to drive differentiation in your brand offering.

Brand experience and advocacy: We will look at client satisfaction levels for your firm, where available, and compare those to leading US firms. We will assess your performance against a range of service attributes as well as your recommendation rates, and the detail behind what is driving recommendation.

Competitive threats and potential brand strategies: in this final section we will discuss the implications of the findings for your firm, and the opportunities and actions that can be taken post workshop.

Attendees will be able to take away a copy of the slides used within the session, containing the latest Sharplegal US brand data as well as the notes and actions compiled during the session.

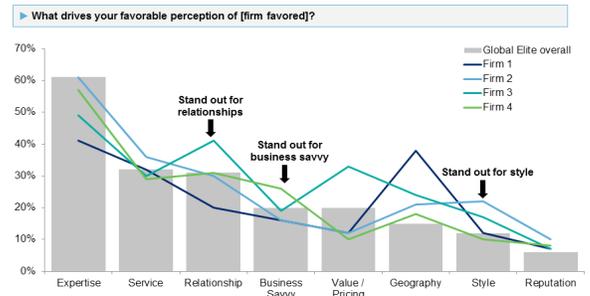
The cost for this session, including access to the relevant extracts of Sharplegal data is \$15,000, excluding any applicable taxes. Price excludes travel costs.

Brand cycle



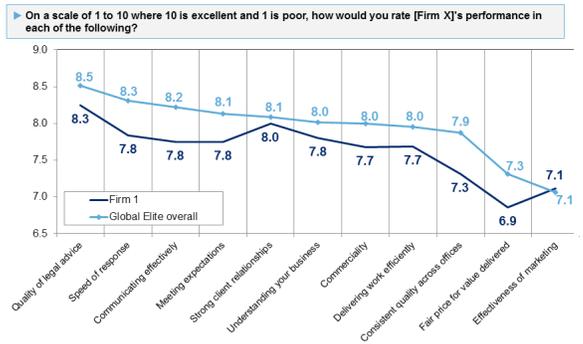
Favorability drivers

Identifying points of differentiation



Attributes

Global 2013



To book your customized Sharplegal Brand Workshop, please contact Lizzy Duffy on +646-480-5738 or email eduffy@acritas.com

*Subject to robust base sizes