

November 2010

IN THIS ISSUE**[Welcome](#)**

Welcome to our November issue.

**[Inaugural MPF for
Northeastern
Law Firms](#)**

November 4, 2010
Boston, MA

On November 4th, we presented the inaugural Managing Partner Forum for Northeastern Law Firms in Boston. It was our 17th law firm leadership conference and 35 managing partners participated. As with previous MPF programs, participants valued its high-level attendees and its highly interactive format. [Click here for details.](#)

**[White Paper](#)**

Corporate
Counsel New Media
Engagement Survey

We're in the process of developing our conference schedule for 2011 and 2012. Stay tuned for details.

This month's newsletter features a White Paper and several new articles on law firm leadership and management. [Scroll down for details.](#)

**[Featured Articles](#)**

Four Articles
Law Firm Leaders
Should Read

Finally, we wish you and your family a happy and healthy Thanksgiving.

As always, please forward this newsletter to others at your firm.



John Remsen, Jr.
President and CEO

THE NORTHEASTERN FORUM - November 4, 2010



THE MANAGING PARTNER FORUM FOR NORTHEASTERN LAW FIRMS

November 4, 2010 - Boston, Massachusetts

Earlier this month, [TheRemsenGroup](#) and [Law Practice Consultants](#) joined forces to present the inaugural Managing Partner Forum for Northeastern Law Firms at the Harvard Club of Boston. [Click here](#) to see the results of our Audience Polling Session during which we asked managing partners how their firms have performed this year, and how they tackle their roles as firm leaders.

Since 2002, The Managing Partner Forum has presented 17 regional conferences designed especially for managing partners and law firm leaders. More than 700 firm leaders from 500 law firms have participated. Stay tuned for information about our plans for 2011 and beyond.

[→ Click Here to Learn More](#) | [Back to Top](#)

FEATURED WHITE PAPER

2010 Corporate Counsel New Media Engagement Survey

by Greentarget, ALM Legal Intelligence and Zeughauser Group

The new social media - blogging, LinkedIn, Twitter and even Facebook - are revolutionizing the way lawyers and law firms are marketing themselves, and communicating with clients and other important target audiences. This recently published White Paper presents the findings of the first in-depth survey exploring how corporate counsel use various social media. According to the report, it's a rapidly growing area projected to become increasingly influential; it's all about "credentialing"; it's generational; and LinkedIn and blogs are leading the way.

[→ Click Here to Download](#) | [Back to Top](#)

FEATURED ARTICLES

Every month, we review dozens of articles and other writings about law firm leadership and management, and we feature the best of the bunch on our growing MPF website. In November, we have added the following articles.

Legal Industry Faces Major Changes Large Law Firms Facing Intense Pressure to Adapt

by Katy Hopkins, US News & World Report

Much ado has been made over the new partnership between Best Lawyers in America and *US News & World Report* to present their version of law firm rankings. We'll be writing more on that topic in a soon-to-be-published MPF White Paper. In any event, there are a few thoughtful articles on their website including this one. It's good news for smaller and mid-size law firms.

[Click here for the full story.](#)

2010 Law Firms in Transition

An Altman Weil Flash Survey Report

Here's yet another report suggesting that alternative fee arrangements are here to stay, with BigLaw leading the way. According to the survey of mostly larger law firms, 95% say they use some form of alternative fee arrangements. Yet, the percentage of total revenue generated through non-hourly based billing remains quite low.

[Click here for the full story.](#)

Is There a Sea Change Toward AFAs? In-house Counsel Give It a Solid "Maybe"

by Glen Silverstein, Inside Counsel

Over half of in-house counsel - 56%, to be precise - say there has been a "sea change" in how fees are paid to outside counsel. Prompted by the pressure to reduce the overall cost of legal services and fueled by the ACC's Value Challenge, the time seems right to affect change. Yet, the gap remains wide between the perception of fundamental transformation and the actual practice.

[Click here for the full story.](#)

2010 Survey of Law Firm Economics: How Small and Midsize Firms Weathered the Storm

by National Law Journal and ALM Legal Intelligence

After steep declines in 2008, both revenue and profit for mid-size US law firms have leveled off and remained flat in 2009-10, according to the just-released 2010 edition of this annual survey. With participation from 187 law firms, it's one of the most important and comprehensive economic surveys for smaller and mid-size firms.

[Click here for the full story.](#)

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