



Breakout #1: Heralds of Means: Competing on a Modest Marketing Budget (Small & Midsize Law Firm Track)

Moderator



Maggie T. Watkins
Chief Executive Officer,
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Tara A. Archer-Glasgow
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Chris Fritsch
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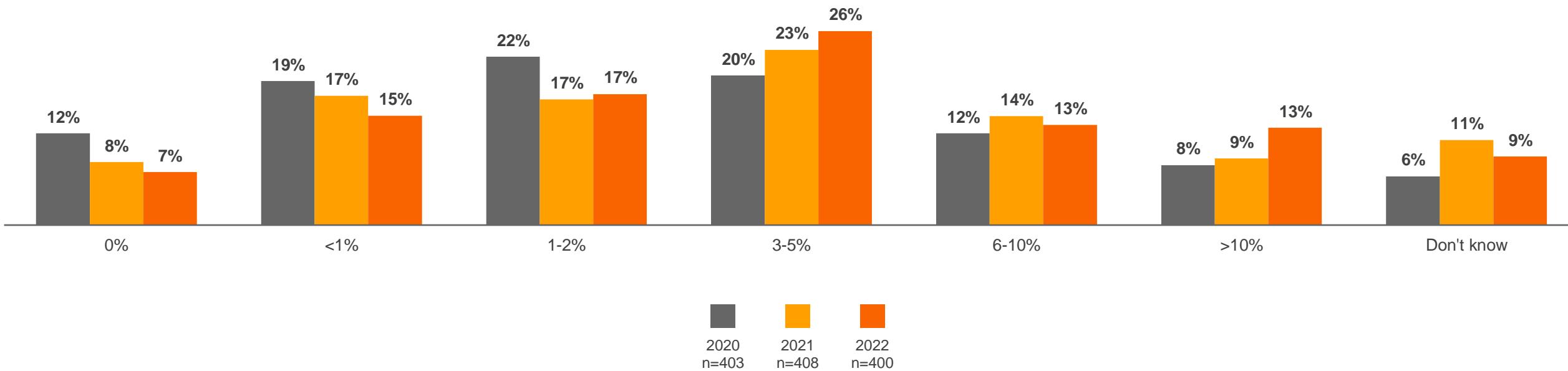
Jason M. Mulgrew
Chief Business
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Marketing Tactics: Percent Firm Expenses Spent on Marketing and Advertising

Year-over-year, marketing and advertising spend is growing.



Q35. Of your firm's total expenses, what percentage of expenses at your organization is represented by marketing and advertising today?

Thank you for attending!



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