

# LEGAL MANAGEMENT

THE MAGAZINE OF THE ASSOCIATION OF LEGAL ADMINISTRATORS

## Facts & Stats



### TOP REASONS ALA MEMBERS VOLUNTEER:

1. Believing in ALA's mission and goals
2. Learning through hands-on experience
3. Building social networks

According to our Volunteer Needs Survey, 100 percent of respondents said they enjoy their volunteer role. Learn more about [volunteer opportunities](#) today!

### PRIVACY AND SECURITY KEY FOR CLIENTS

Recently, Bloomberg Law and the International Association of Privacy Professionals (IAPP) announced the findings of an international survey on how corporations choose outside legal counsel for privacy and data security issues. The results revealed a growing market for outside privacy and data protection legal counsel in both the United States and abroad. Some key findings include:

- A majority of respondents (**76 percent**) rely on outside privacy and data protection legal counsel.
- Only **8 percent** of companies polled predicted a decrease in budget for outside privacy counsel in 2016.
- **86 percent** of respondents believe their outside legal counsel is worth the investment.

The survey also found that in selecting a law firm, respondents consider experience a primary factor — they want their attorneys to be thought leaders in privacy (**72 percent**), have relationships with regulators (**69 percent**)



and know how to handle a data breach (65 percent).

[Read the full report.](#)

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## PREVIEW ANNUAL CONFERENCE WITH ALA'S PODCAST

*Conference speakers have offered samples of some of the top-notch education at this year's Annual Conference & Expo in LA. Be sure to tune in to some of our latest podcast episodes, including:*

- [Project Management for the Legal Administrator](#) with Steven Levy
  - [Disability Etiquette](#) with Sarah Babineau
  - [Recovery, Renewal and Reinvention](#) with Ari Kaplan
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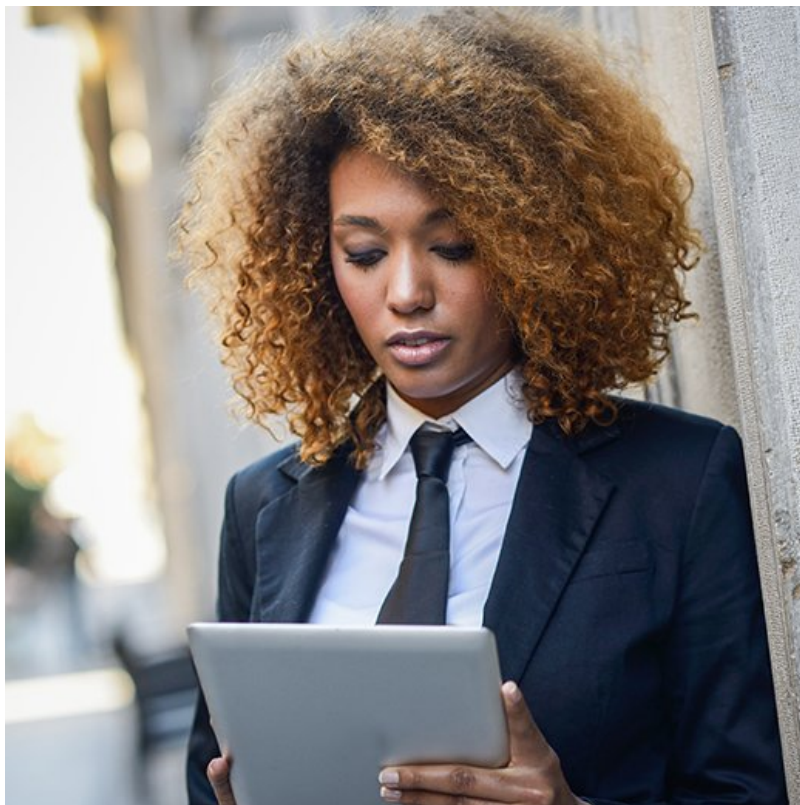
## LONG OR SHORT: WHAT MAKES FOR BETTER VIDEO ADVERTISING?

When it comes to video advertising, what's the perfect length? Google partnered with Mondelez International to [find out](#). The results are based on three different versions of the same ad: a 15-second, 30-second and two-minute cut.

Some highlights:

- The longer cuts were watched more than the 15-second ad.
- The 15-second ad was the most skipped; the 30-second ad was the least skipped.
- The 30-second ad had the highest view-through rate.

If you're considering video ads for your firms, don't leave your brand message for last — only about 15 percent of viewers watched the longest video ad all the way through.



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## OVERHEARD

*Instead of building training curriculum in the normal fashion, training professionals should consider using a 360 assessment combined with analytics and performance data.*

Read more about 360 assessments in this month's cover story, "[A 360° View](#)."

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