

Perfect 10

Firm's Anniversary = Great Marketing Opportunity

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What's on legal administrators' minds? Take a closer look at feedback on one topic recently discussed in the online ALA member discussion groups. (Responses shown here may be edited for length and clarity.)

Our firm is approaching its 10-year anniversary. Does anyone have suggestions on how to mark this milestone?

Your firm's 10-year anniversary is a natural marketing occasion.

If your office can be used as a showpiece, hold a reception on an evening (not a Friday) when there are no major local or national conflicts, such as a big sporting event. Do it professionally. Have the event catered with servers, hors d'oeuvres, and wine and beer. In addition to key clients, invite other "friends of the firm" and, most importantly, selected potential clients. If your local paper has a business section editor, invite him/her; if you get a mention in the paper, that's a bonus.

We have put a marketing message on our outgoing mail. Our postage meters (and probably yours, too) are capable of printing a message to the left of the postage coding. For our firm's 30th anniversary, we had a lunch for office personnel and invited past employees and partners to attend.

My previous firm celebrated 30 years while I was the administrator.

I had a label created using our firm logo, which we used on every outgoing piece of mail during the anniversary year. We also held a cocktail party at a very nice restaurant. You'll want to update your Web site and have something published in your local bar association news, etc.

Our firm went through our 10th year in 2007 and it was a GREAT party! We had an ice sculpture with seafood and a person shucking oysters. There was live music, though if I had it to do over, I'd forgo that piece. It was too loud if you were within sight and couldn't hear it otherwise. We invited clients from all around the country, as well as other outside lawyers, staff, and bar association representatives. We hired a graphic designer to create the artwork for invitations and signage for the day of the party. Biggest rule: Don't skimp. It's easy to do, but you have only one 10-year anniversary. ✱



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