Business Partner Survey

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Business Partner Survey

Heading

ALA MEETINGS & OTHER OPPORTUNITIES

In this section we are exploring ways we can best connect you with the ALA membership.

Question 1 - Rating Scale - Matrix

Do you participate in these meetings and opportunities to showcase your company's products and services to ALA members? (If you check, "I want to know more," please provide your contact information at the end of the survey.)

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>I want to know more</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Conference</td>
<td></td>
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<tr>
<td>Regional Conferences</td>
<td></td>
<td></td>
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<tr>
<td>Specialty Conferences (Financial Management, Intellectual Property)</td>
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<tr>
<td>Legal Marketplace (online business partner directory)</td>
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<tr>
<td>Legal Management (educational magazine)</td>
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<tr>
<td>ALA News (member news magazine)</td>
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<tr>
<td>ALA Currents (bi-weekly e-newsletter)</td>
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<tr>
<td>Expo Guide (Annual Conference on-site resource)</td>
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<tr>
<td>ALA News International (e-newsletter for members outside USA)</td>
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<td>ALA’s annual Membership Resource Directory</td>
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<tr>
<td>ALA Means Business (e-newsletter for ALA business partners)</td>
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<td>ALA Member Mailing List Rental</td>
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</table>
Question 2 - Ranking Question
For the following options, prioritize your company's reasons for participating in ALA activities. ("1" is the most important reason, "2," second in importance, etc.)

<table>
<thead>
<tr>
<th>Visibility/Branding</th>
<th>Networking Opportunities/Relationship</th>
<th>Management</th>
<th>Sales</th>
<th>Lead Generation</th>
</tr>
</thead>
</table>

1  2  3  4

Question 3 - Open Ended - Comments Box
What can ALA do to assist you in capturing more qualified/productive leads?

Question 4 - Open Ended - Comments Box
What would motivate you to increase your involvement (in any opportunities) to reach the ALA membership?

Question 5 - Open Ended - Comments Box
ALA continues to evolve its business partner programs and how we serve you. In what one area could ALA improve its service to you?

Open Ended - Comments Box
Additional comments about ALA Meetings & Other Opportunities?

RESOURCES
What do you use and/or need to stay ahead of your competition?

Please proceed to Section 2 of 3.
Question 7 - Open Ended - Comments Box
What resources do you use to meet prospective ALA members/customers?

Question 8 - Open Ended - Comments Box
What other resources can ALA provide so you can reach ALA members?

Question 9 - Open Ended - Comments Box
What resources do you use and/or need to follow legal industry trends?

Question 10 - Choice - One Answer (Bullets)
How often do you visit the ALA website, www.alanet.org?

○ Weekly
○ Monthly
○ Quarterly
○ Only to register for an event

Question 11 - Open Ended - Comments Box
What additional resources would you like to see on the ALA website?

Question 12 - Open Ended - Comments Box
The ALA Business Partner Relations Committee works to facilitate communication, provide resources for feedback, and to emphasize the interdependence that exists among business partners, ALA members, their employers and the Association at all levels. The ALA Business Partner Advisory Panel objectives include helping the Business Partner Relations Committee (BPRC) prepare the business partner education at the ALA Annual Conference; providing suggestions and feedback regarding the exhibit hall at the Annual Conference, regional and specialty conferences; working with the BPRC to enhance the understanding and appreciation of mutually beneficial relationships between members, business partners and ALA; and acting as a sounding board for the BPRC’s efforts to create a best practices environment at all levels of ALA.

As your resource to ALA, what can the Business Partner Relations Committee and the Business Partner Advisory Panel do to foster better member/business partner relationships?
Questions:

13. Additional comments about ALA Resources?

14. Due to recent economic challenges, what has your company done differently to win business. Please describe.

15. How has your company been successful in the past year?

16. From what you've observed, what have your legal clients spent their financial resource on in the past year?

17. How do you see law firm/legal department spending changing in the coming year? It will:
   - Remain about the same
   - Increase slightly
   - Decrease slightly
   - Increase significantly
   - Decrease significantly

18. What do you see as your biggest challenge in the coming year?
What are you most optimistic about in the coming year?

Additional comments about Economy & Trends?

The survey is now complete. Please proceed to the next page to provide basic background/demographic information to help us analyze the results.

BACKGROUND & DEMOGRAPHIC INFORMATION

The primary deliverable my company provides to ALA members is:

- Product(s)
- Service(s)
- Both product(s) and service(s)

How long has your company participated in ALA opportunities (excluding chapter involvement)?

- Less than 1 year
- 1 - 4 years
- 5 - 9 years
- 10 or more years

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- 5 - 9 years
- 10 or more years

Would you like to be contacted (to discuss issues or suggestions)?

- Yes
- No
Question 25 - Open Ended - Comments Box

If you answered YES to the question above please provide your: phone number (with area code) or e-mail address.

Please identify the best day/time (include time zone) to make contact.


Question 26 - Name and Address (General)

Providing the following information is optional (unless you previously indicated that you would like to be contacted).

Name
Company
Address 1
Address 2
City/Town
State/Province
Zip/Postal Code
Country
Email Address

Thank You Page

Thank you for taking the time to complete this survey. Your feedback is appreciated.