

Notice: This document was prepared to gain feedback from business partners about their experiences and plans at the "ALA" and "Regional" – not "Chapter" – levels of the Association. You can use this sample as a general guideline for preparation of similar documents. Do not use this document without consulting your own chapter legal counsel to ensure it is suitable for its intended purpose.

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.)

	Yes	No	I want to know more
Annual Conference	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional Conferences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Specialty Conferences (Financial Management, Intellectual Property)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Legal Marketplace (online business partner directory)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Legal Management (educational magazine)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ALA News (member news magazine)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ALA Currents (bi-weekly e-newsletter)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expo Guide (Annual Conference on-site resource)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ALA News International (e-newsletter for members outside USA)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ALA's annual Membership Resource Directory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ALA Means Business (e-newsletter for ALA business partners)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ALA Member Mailing List Rental	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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.)

	1	2	3	4
Visibility/Branding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Networking Opportunities/Relationship Management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sales	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lead Generation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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?

Heading

Please proceed to Section 2 of 3.

Heading

RESOURCES

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

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?

Question 13 - Open Ended - Comments Box

Additional comments about ALA Resources?

Heading

Please proceed to Section 3 of 3.

Heading

ECONOMY & TRENDS

All businesses must be nimble today. Your company has changed and so have law firms. Understanding what is different about the way you do business can help ALA help you.

Question 14 - Open Ended - Comments Box

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

Question 15 - Open Ended - Comments Box

How has your company been successful in the past year?

Question 16 - Open Ended - Comments Box

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

Question 17 - Choice - One Answer (Drop Down)

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

Question 18 - Open Ended - Comments Box

What do you see as your biggest challenge in the coming year?

Question 19 - Open Ended - Comments Box

What are you most optimistic about in the coming year?

Question 20 - Open Ended - Comments Box

Additional comments about Economy & Trends?

Heading

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

Heading

BACKGROUND & DEMOGRAPHIC INFORMATION

Question 21 - Choice - One Answer (Drop Down)

The primary deliverable my company provides to ALA members is:

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

Question 22 - Choice - One Answer (Drop Down)

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

Page 4 - Question 23 - Choice - One Answer (Drop Down)

How long have you participated in ALA opportunities (excluding chapter involvement)?

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

Question 24 - Choice - One Answer (Bullets)

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.