



A Worldwide Network of Quality Law Firms

Amsterdam International Conference

May 9, 2010



TAGLaw® New Members

- **Cain Lamarre Casgrain Wells**, Quebec, Canada
- **Carlile Patchen & Murphy LLP**, Columbus, Ohio, USA
- **Loze, Tamberga & Partners**, Riga Latvia
- **Simeza Sangwa and Associates Advocates**, Lusaka, Zambia
- **Kochhar-Alnowaiser**, Saudi Arabia
- **Popa & asociatii**, Moldova
- **Erdem & Erdem**, Turkey



TAGLaw Status

Countries:	84
Total Firms:	148
Total Offices:	312

Region	Lawyers	Firms
Asia Pacific	837	17
Europe	1935	52
Latin America	593	20
Middle East-Africa	79	7
North America	4250	52
<u>Totals</u>	7696	148



Combined Status

Estimated Total Revenue: **\$2.5 Billion**

Estimated Total Professionals: **9500**

Countries:	93
Total Firms:	256
Total Offices:	532
Region	Firms
Asia Pacific	33
Europe	83
Latin America	52
Middle East-Africa	18
North America	70
<u>Totals</u>	256



Recruiting Lessons

- Awareness by firm management of the value offered by TAGLaw membership.
- Active management involvement in TAGLaw.
- Incorporation of TAGLaw in the strategic plan of a member firm.
- Incorporation of TAGLaw in the marketing plan of a member.
- Involvement of more than one member of a firm in TAGLaw, especially having multiple “contacts”.
- Consistent attendance at international conferences.
- Involvement in Specialty Groups
- Involvement in and attendance at regional meetings



Upcoming Conferences



Toronto
October 25-27, 2010



Zurich
May 9-11, 2011



Rio de Janeiro
Oct 2010



San Francisco
May 2012





Conferences

Recent and Future Regional Meetings

Marketing Teleconference	January 21, April 29, July 22, 2010
New England	February 12-13, 2010
Europe	March 5-6, 2010
Asia Pacific	March 12-13, 2010
Western U.S. and Canada	March 19-21, 2010
European IP/IT	March 19-21, 2010
Southeastern U.S.	April 9-11, 2010
Central America TIAG	April 16, 2010
TIAG Regional Teleconference	April 22, 2010
Midwestern U.S. and Canada	April 24-25, 2010
Central America TAGLaw	September 2010
Northeastern U.S. and Canada	September 2010
Asia Pacific – New Delhi	February 25-26, 2010
TIAG Regional Teleconference	July 29, 2010





Marketing Update



Objectives:

1. Drive new clients to member firms to fulfill legal needs
2. Increase membership value

Progress:

- Prospective clients section on website; PowerPoint on website
- Collected many success stories for use to promote firms and network
- In-house counsel participation on conference panels; TAG Academy
- Revised Welcome Package, including roadmap to maximizing membership
- Specialty Groups are growing; becoming more active at and between conferences; increased meeting time for Amsterdam
- Retention plan being drafted
- Marketing Calls: ongoing; growing in size and popularity



Marketing Update



A Worldwide Network of Quality Law Firms

TAGLAW WELCOME PACKAGE

Enclosures:

- TAGLaw Membership Agreement
- Member Information Form
- TAGLaw Standards and Charter
- Realizing Membership Benefits
- New Member Checklist
- Website Instructions/Username Postcards
- Specialty Group Information
- TAG Academy Information
- TAGLaw/TIAG Membership Directory
(on enclosed USB Drive)
- TAGLaw/TIAG Brochures
- Invoice for Membership Fee



Marketing Update



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REALIZING MEMBERSHIP BENEFITS

I'm a member of TAGLaw®.
Now what do I do?

There are many ways to take advantage of your membership in TAGLaw. Following are the ways we recommend you get started.





Realizing Membership Benefits



STEP 1: Promote Your Firm to TAGLaw

- Take Full Advantage of the TAGLaw Website
- Participate in Specialty Groups
- Attend International and Regional Conferences
- Other Recommendations

STEP 2: Promote TAGLaw to Your Firm

STEP 3: Use TAGLaw in Your Marketing Efforts

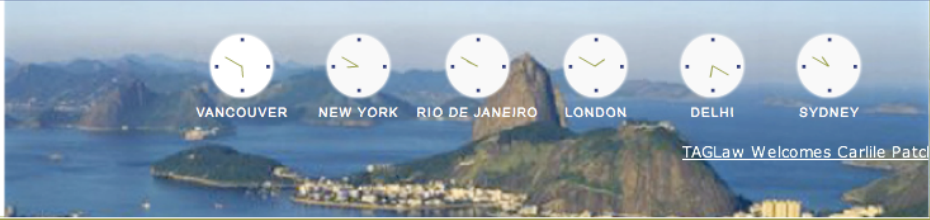

ET CETERA: Other Must-Know Information

- TIAG® (The International Accounting Group)
- TAG Academy
- *TAGLine*
- Group Email Lists
- Strategic Partners
- TAG Advisors Bureau



Website

[Home](#) [About TAGLaw](#) [Find a Firm/Lawyer](#) [News & Resources](#) [Sponsors](#) [TIAG](#) [TAG Academy](#) [Contact Us](#)



A Worldwide Network of Quality Law Firms

TAGLaw® is a global alliance of high-quality, independent law firms with more than 140 member firms based in nearly 100 countries. Its 7500+ lawyers work out of 300 offices to provide a full range of legal services to clients all over the world.

[Find a TAGLaw Firm or Lawyer](#)

In the Spotlight

Volkov Koziakov & Partners
Kiev, Ukraine

TAGLaw News

Dmitry Arkhipenko Awarded Best Legal Proprietor in Minsk
Revera Consulting Group (Belarus) announces Dmitry Arkhipenko received the Best Legal Proprietor in Minsk award from the.. [More](#)

Munsch Hardt Kopf & Harr, P.C. Celebrate 25 Years in the Making
Munsch Hardt Kopf & Harr, P.C., (Dallas, Texas) celebrates its 25th anniversary on April 15, 2010. In 1985, six attorneys left one of the largest.. [More](#)

Kuits Secures Lease for UK's First Fab Lab in Manchester
Kuit Steinart Levy LLP (Manchester, England) has advised The Manufacturing Institute on the lease of the premises for the new Fab Lab Manchester. The original Fab Lab concept was.. [More](#)

Frackman Named Among the Decade's Most

Amsterdam Conference

Join your TAGLaw and TIAG colleagues for the **2010 TAGLaw Spring International Conference** from May 10-12 in Amsterdam! Registration is now open. Click [HERE](#) for details or to register.

TAG Academy Upcoming Courses


There is More to a Financial Statement than Meets the Eye - April 21, 2010

International Tax Update - April 28, 2010

Social Media Policies: Personal Privacy vs. Firm Policy - May 5, 2010

Making the Transition from Worker Bee to Rainmaker - June 2, 2010

Visit [TIAG](#) and [TAG Academy](#):

 **TAG Academy**

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TAGLaw Developments



Network Best Practices

- Methods of Communication
- Response Time
- Courtesies
- Confidentiality
- Engagement Terms
- Language Skills
- Expertise
- Disputes
- Network Contacts
- Conference Attendance
- Network Cooperation
- Referrals
- Promoting the Network
- Success Stories
- Branch Offices
- Governing Documents





TAGLaw Developments



TAG Foundation

- A permanent charitable foundation to be used around the world as directed by committee of advisors
- This will be funded by TAG, TAGLaw and TIAG firms, perhaps their members
- Continuing a proud and strong tradition





TIAG New Members



- **Sáenz Aguilar & Asociados**
San José, Costa Rica
- **Grupo Kypton**
Belo Horizonte, Brazil
- **Rhodes Contadores Associados S/C**
Brasília, Brazil
- **Emerging Markets Group, LLC**
St. Petersburg, Russia
- **Tecplan Soluções Contábeis & Empresarias SS**
Florianópolis, Brazil
- **HM & Z Consulting**
Vitória, Brazil
- **Secran Assessoria e Consultoria Contábil S/S**
Fortaleza, Brazil
- **Trans-Asia & Co., CPAs**
Taipei, Taiwan
- **Thuy Chung Auditing Co., Ltd.**
Ho Chi Minh City, Vietnam
- **Falcón-Sánchez & Associates, PSC**
San Juan, Puerto Rico
- **Rungrueng Accounting & Lawyer Co., Ltd.**
Bangkok, Thailand
- **Narciso Salas Chavez, Sociedad Civil**
Managua, Nicaragua



TIAG Statistics

Countries:

62

Total Firms:

108

Total Offices:

220

Region

Revenue (\$mil)

Firms

Asia Pacific

37

16

Europe

119

31

Latin America

20

32

Middle East-Africa

11

11

North America

94

18

Totals

281

108



TAG Academy

TAG Academy 2010 COURSE SCHEDULE

January 6	2010 Outlook: The Indispensable Keys for the Coming Year <i>John Sterling, Smock Sterling Strategic Management Consultants</i>
February 3	Playing to Win in the Marketplace and the Importance of Overcoming Cultural Barriers to Success <i>Bruce N. Hawthorne, Consigliere Group, LLC (formerly EVP and General Counsel of EDS and Senior Partner of King & Spalding, LLC)</i>
February 17	What You and Your Firm Need to Know about the ACC Value Challenge <i>John Remsen, The Remsen Group; Susan Hackett, ACC</i>
March 3	Making Friends and Influencing People: Developing Your Strategic Skills as a Marketing Director <i>Melinda Guillemette, Melinda Motivates</i>
March 17	Disaster in the Making: The Most Underestimated Liability Risks to You and Your Firm <i>David Sasseville, Lindquist and Vennum</i>
April 21	There's More to a Financial Statement than Meets the Eye <i>Joseph A. Meyers, II, CPA, Partner, Hurd, Hawkins, Meyers & Radosevich, P.A.</i>
April 28	International Tax Update <i>Sean M. King, Williams Mullen</i>
May 5	Social Media Policies: Personal Privacy vs. Firm Policy <i>Kristin Gentry, Savvy Social Media Marketing</i>
June 2	Making the Transition from Worker Bee to Rainmaker <i>Larry Bodine, Larry Bodine Marketing</i>
July 7	Driving Customer Loyalty: How to Maximize Your Relationships with Key Clients and Keep Them Coming Back for More <i>Jeff Pawlow, The Growth Partnership</i>
July 21	What Your Engagement Letter Should Contain, and Why <i>David Sasseville, Lindquist and Vennum</i>
August 4	Keeping Your Firm and Partners from Making Marketing Blunders <i>Melinda Guillemette, Melinda Motivates</i>
September 1	Great Leaders, Great Teams, Great Results: People Development within Your Firm <i>The Growth Partnership</i>
September 15	Becoming the Lawyer We Want to Hire: Valuable Insights for Young Lawyers from In-House Counsel <i>In-house Counsel</i>
October 6	Lateral Hires: Determining Who Will Work Out and Who Won't Before It's Too Late <i>John Sterling, Smock Sterling Strategic Management Consultants</i>
November 3	ROI - The Challenge of Measuring the Success of Marketing <i>Larry Bodine, Larry Bodine Marketing</i>
November 17	To Litigate or Arbitrate: The Definitive Checklist <i>TBD</i>
December 1	Crucial Investments Young Lawyers Should Make in Their First Five Years to Ensure Satisfying and Profitable Practices <i>Allison Wolf, Shift Works Strategic Business Coaching</i>
December 15	How to be a Convincing Expert Witness <i>TBD</i>



Skills Course



TAG AcademySM **Professional Skills Course**

NOVEMBER 11-13, 2010

Hilton St. Petersburg Bayfront

St. Petersburg, Florida

**An essential training program for the next
generation of law firm leaders.**





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