



Introduction to TAGLaw



Tel: +1 727 895 3720 | Web: www.taglaw.com

TAGLaw: A Profile

TAGLaw is an international network of high-quality, independent law firms that provides members with the global reach, relationships and expertise necessary to better serve current clients and grow their client base. Founded in 1999, the network today ranks among the five largest legal networks globally.

TAGLaw members are highly-respected, value-driven law firms with local market knowledge and expertise. Members are carefully chosen based on their reputation, record and on recommendations from existing members and are ultimately approved by the TAGLaw Advisory Board.

TAGLaw is focused on providing opportunities that allow members to maximize their resources and expand their reach. The membership fee is competitive, and the network is run by a talented team that has a proven track record of success in the management of professional service alliances.



Leadership

The TAGLaw network is managed by The Appleton Group, Inc., located in St. Petersburg, Florida, USA. In addition, the **TAGLaw** Advisory Board of members guides the ongoing development of the network.

TIAG Partnership

Founded in 2003, **TIAG** (The International Accounting Group) is an international network of high-quality independent accounting firms. The combined networks provide professional resources and geographic coverage on a worldwide scale. Learn more about TIAG by visiting www.tiagnet.com.

TAG Academy

The Appleton Group, Inc. created **TAG Academy** in 2007 to fill a growing need for easily accessible professional education and development. **TAGLaw** member firms around the world have access to a collection of more than 100 web-based courses on a variety of topics including technical legal, management, marketing, and business development. Learn more about TAG Academy and browse our course library by visiting www.tagacademy.com.

"Over and over, I am impressed by the service we are able to provide to our clients because we are confident in the outstanding representation TAGLaw members provide throughout the world."

—J. Smiley
Lindquist & Vennum
Denver, CO, USA

Global Reach



TAGLaw Current Totals

Countries: 82
Total Firms: 147
Total Offices: 318

Region	Lawyers	Firms
Asia Pacific	844	14
Europe	2088	47
Latin America	750	21
Middle East/Africa	290	10
North America	4994	55
Totals	8966	147



TIAG Current Totals

Countries: 66
Total Firms: 115
Total Offices: 198

Region	Revenue (\$mil)	Firms
Asia Pacific	39	22
Europe	188	36
Latin America	19	28
Middle East/Africa	12	12
North America	104	17
Totals	362	115

TAGLaw & TIAG's Combined Global Reach



94

Countries



262 / 510

Firms / Offices



12,500

Professionals



TAGLaw/TIAG Combined Totals

Countries: 94
Total Firms: 262
Total Offices: 510

Region	Firms
Asia Pacific	36
Europe	83
Latin America	49
Middle East/Africa	22
North America	72
Total Firms	262
Estimated Total Revenue	\$2.5 Billion
Estimated Total Professionals	12500

TAGLaw Compared to Global Law Firms



315 Offices (149 firms)
82 Countries
7,808 Qualified Lawyers



77 Offices
31 Countries
4,200 Qualified Lawyers

BAKER & MCKENZIE

69 Offices
42 Countries
3,800 Qualified Lawyers

**C L I F F O R D
C H A N C E**

34 Offices
24 Countries
3,200 Qualified Lawyers

As of May, 2012, © Carole Silver, Professor of Law,
Indiana University Maurer School of Law.

Benefits of Membership



Protects Your Client Base

The nature of doing business in a global economy, as well as the unpredictability of your clients' businesses, creates the distinct possibility that your clients will one day need either legal and/or accounting support outside of your geographic capabilities. The ability to safeguard your client base will hinge on how well you can provide help beyond your own region.

Gives You a Competitive Edge

When choosing a new law firm, a business is looking for the extra benefits that the law firm brings to the relationship. **TAGLaw** members can differentiate themselves from their competitors by providing legal and accounting expertise worldwide, and having access to colleagues with a broader range of expertise than a single firm can provide.

Inbound Referrals

Being part of a network increases the likelihood of receiving new business opportunities that flow into your area from regional, national and international sources. Members of **TAGLaw** become the beneficiaries of referrals from not just the legal network, but from **The International Accounting Group** as well.

Raises Firm's Profile

The international relationships developed with lawyers worldwide will open more doors of opportunity for member firms and simultaneously raise a firm's profile as well as the caliber and expertise of individual members. The firms that take advantage of and promote this increased profile will attract new business locally.

Delivers Value

Members with questions about issues outside of their local areas can post questions to the network as a whole or to specific members. Responses are typically received within 24 hours.



"Through TAGLaw, we have been able to connect with medium-sized firms, like ourselves, who understand our business and the needs of our clients. Our clients have been introduced to lawyers from as far and wide as Russia and Panama and all at the drop of a hat."

—Simon Fitzpatrick
Boodle Hatfield
London, England

Developing Relationships

TAGLaw provides a number of vehicles to help members develop and capitalize on working relationships.

Conferences

The network hosts two international conferences a year for its members. At each conference, experts from around the world come to share insights and experience with attendees for immediate use on return to their office. However, the greatest value of the conference is to allow members to meet one another and spend time working together in order to form relationships, giving them confidence about future collaboration. Conferences are typically held in North America and Europe. Occasionally we have a conference in another region of the world. As a benefit for **TAGLaw** and **TIAG** members, conferences include an overlapping day where members from each network have the opportunity to interact together.



Specialty Groups

More than twenty Specialty Groups are organized by practice areas and industries. These groups help members share expertise and knowledge and can increase the flow of referrals among members. In addition to communicating through group mailing lists, the Specialty Groups hold sessions at the semi-annual conferences.

TAGLine

Another vehicle to connect with other **TAGLaw** members is through the weekly **TAGLine** email bulletin. Each edition contains important information including: new member updates, news and articles submitted by member firms, Specialty Group articles, upcoming conference information, and other relevant news.



Website

Information is always available at your fingertips through the network website, www.TAGLaw.com. As a member you will have access to the "Members Only" section where you will find marketing and branding tools, Specialty Group information, and upcoming conference details.

The website also includes detailed firm profiles with biographical information about the members and their photos and also *Doing Business Guides* to aide you in doing business around the world.

As a **TAGLaw** member you will also have members only access to the **TIAG** website www.TIAGnet.com.

TAGLaw® & TIAG®

International
Conference

May 6-8, 2013



BOSTON, MASSACHUSETTS, USA | TAJ BOSTON HOTEL

TAGLaw® & TIAG® International Conference



Munich, Germany - Kempinski Hotel | October 21-23, 2013