



**Request for Proposal (RFP)
Professional Advocacy Public Relations Campaign**

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OVERVIEW AND BACKGROUND

The Legal Marketing Association (LMA) is the universal voice of the legal marketing and business development profession, a forum that brings together CMOs and entry-level specialists from firms of all sizes, consultants and vendors, lawyers, marketers from other professions, and marketing students to share their collective knowledge.

LMA has eight regions across the U.S. and Canada, and its more than 4,200 members hail from 48 U.S. states and 23 countries. More than 90 percent of the largest 200 U.S. law firms employ an LMA member.

Since 1985, the Legal Marketing Association has been the voice of legal marketing professionals, and members at every stage in their career development benefit from participating in LMA's array of programs and services. The association addresses the demanding needs of its members by providing:

- Continuing educational and professional development opportunities
- Forums for open exchange of ideas and knowledge
- Establishment of professional ethics and standards of conduct and performance
- Education to the legal community as well as other professionals about the important role law firm marketing and business development play within the industry

LMA is undergoing a significant initiative to become a more vocal advocate for the legal marketing profession and to influence change within the industry. Through this RFP, we seek a public relations firm to help us achieve this strategic goal.

PROJECT SUMMARY

We are looking to partner with a firm that will work with the LMA Advocacy Director and Advocacy Advisory Council to drive the success and accomplishment of the following goals through public relations activities:

1. Increase LMA's influence as an association.
2. Raise the bar on the industry issues we talk about in alignment with LMA's strategic priorities for the year. For 2018, these priorities will be:
 - a. innovation among disruption,
 - b. diversity and inclusion, and
 - c. ethics and marketing.

We also will look to the firm to help us identify key issues for which LMA should develop and publish a position statement.

3. Leverage existing statistics from our [annual research study with Bloomberg Law](#) to advance the professionalism of legal marketing.
4. Develop dedicated LMA spokespeople to speak on behalf of the association regarding general industry topics as well as the 2018 advocacy priorities noted above.
 - a. Ensure LMA spokespeople are consistently quoted in relevant publications and news stories.
 - b. Hold conference call with each spokesperson before a media interview to clarify the rules of engagement and key messages to convey.

We view the above goals as laying the foundation for a strategic PR/communications campaign to solidify our stance as the leading advocate for the legal marketing profession. We will look to



partner with a firm to build on and grow this campaign over the coming years.

PROPOSAL GUIDELINES

Please include the following in your proposal:

- Outline of a high-level strategy/plan for how you would approach this project and accomplish the goals listed in the project summary
- Description of your firm's experience in planning and executing professional advocacy PR campaigns, and your success in those campaigns
- Examples of three or more similar projects conducted by your organization
- Overview/examples of your experience working with the legal industry and/or with associations, if any
- Testimonials and/or references from past clients
- The anticipated resources you will assign to this project (total number, role, title, experience) and whether you can guarantee tenure for any team members

Each bidder must submit a digital copy of their proposal via email to skusibab@legalmarketing.org by 10 pm Central Time, Dec. 4, 2017. Please include "PR RFP Response" in the subject line.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP.

BUDGET

The budget for this 2018 relationship is not to exceed \$45,000. All proposals must include a breakdown of fees and services (in U.S. dollars) to accomplish the goals described in the project summary. All costs and fees must be clearly described in each proposal.

If your organization will need to outsource or contract any work to meet the requirements of the project summary, this must be clearly stated in the proposal. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work. Any proposals that call for outsourcing or contracting work must include a name and description of the organizations being contracted.

TIMELINE

Proposals will be accepted until 10 pm Central Time, Dec. 4, 2017.

The evaluation of proposals will be conducted from Dec. 5, 2017 – Jan. 10, 2018. Follow-up with the top three candidates will be conducted during this time to obtain any necessary information or clarification. We are providing additional time during this stage to accommodate the holidays.

The selection decision for the winning bidder will be made no later than Jan. 10, 2018. Upon notification, the contract negotiation with the winning bidder will begin immediately.

Notification to bidders who were not selected will be completed by Jan. 19, 2018.