

## Winners of the 2011 Excellence in Legal Marketing Awards

By **Larry Bodine**, a Business Development Advisor with a nationwide practice. He has helped 250+ law firms generate new revenue by devising strategies, conducting business development retreats and individually coaching attorneys. He can be reached at [www.LarryBodine.com](http://www.LarryBodine.com) and 630.942.0977.



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The winners of the Hubbard One “**Excellence in Legal Marketing Awards**” were announced January 20, 2011 at the Marketing Partner Forum in Phoenix. They are:

### Marketing Initiative of the Year:

Fasken Martineau,

<http://www.fasken.com/en/home/>, for

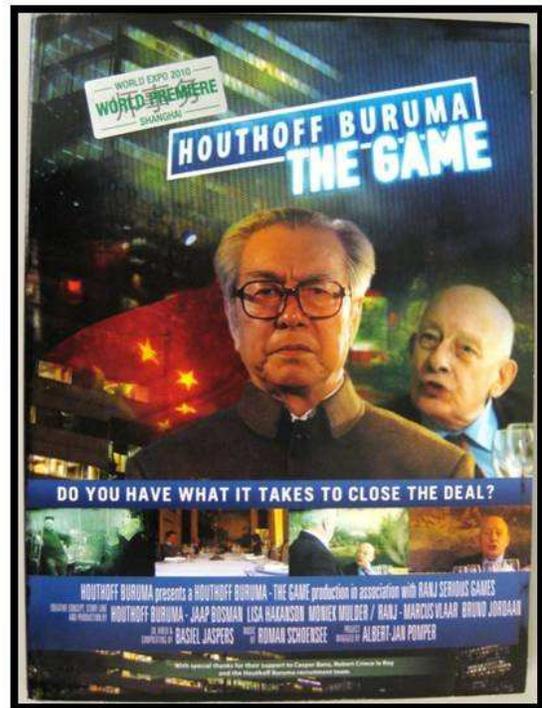
preparing for organizing 18 client events during a two-week period during the Winter Olympics. The firm

took advantage of newly-opened offices just outside the security fence. “We became

Olympic Center in Vancouver,” said Gillian Ward, <http://ca.linkedin.com/in/gillianward>,

Chief Marketing Officer. The firm had 300 clients, including 80 of their top 100 clients, attend the events.

**Best Use of Technology:** Netherlands law firm Houthoff Buruma, <http://www.houthoff.com>, accepted by Marketing Director Jeff Boseman. The firm created a multimedia game to attract recruits. A “Mission Impossible” assignment, the game tests lawyers' ability to handle stress and work with people. The game plotline posits that players represent a fictional client -- a Chinese mining company -- and have to form teams to handle the assignment.





**Marketing Professional of the Year:** Jeff Berardi,  
<http://bit.ly/dLYblz>, Chief Marketing Officer, K&L Gates.

For more on this topic, call:

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Assisting law firms for 20 years:

- Training lawyers at firm retreats.
- Coaching lawyers to develop their personal marketing plans.
- Developing business development strategies.
- Using technology to market a practice.