



4th ANNUAL

LEGAL PRICING & PROJECT MANAGEMENT

Survey Report

Legal Pricing and Project Management Survey

2024 Sponsorship
Opportunities

Where Law Firm and Client Perspectives Converge

Capitalizing on the 16-year history of the annual LDO Survey, this survey from Blickstein Group and Legal Value Network (LVN) offers a unique source of legal industry insights.

The **Legal Pricing and Project Management Survey** delivers a uniquely valuable source of insight into the opportunities and challenges to evolving the relationships between law firms and their clients:

The Survey provides the perspective of law firm business of law professionals and also reveals the specific connects and disconnects between law firm and client legal operations priorities and practices.

These observations are generated by virtue of counterpart questions present in both the annual LDO and LPPM surveys.

No other industry survey provides the direct intersection of thoughts on shared topics of interest that provide the basis for crafting meaningful solutions.



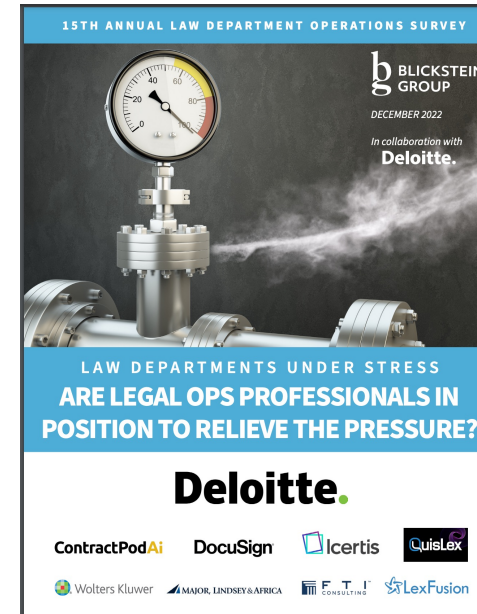
Legal Pricing and Project Management Survey

Law firms are changing, and their pricing and legal project management professionals are driving this change. As they do so, they end up influencing more and more of their firms' key decisions. Understanding and reaching pricing and project management professionals is critical for companies looking to do business with today's law firms.

The Blickstein Group/Legal Value Network Legal Pricing and Project Management Survey provides a detailed look at:

- The demographics, challenges and KPIs of these professionals
- The metrics they track and use
- The maturity of their operations
- Their relationships with clients
- Their opinions on dozens of critical issues facing law firms today

Download last year's report by visiting www.lppmsurvey.com.



Counterpart to the Law Department Operations Survey

The rise of law firm pricing and project management teams has been symbiotic with the rise of law department operations. The LPPM Survey is conducted in concert with the Annual Law Department Operations Survey and includes corresponding questions to the LDO survey.

The linking of the two surveys provides a unique view into how firm professionals and their counterparts at law departments compare on key topics and issues. Understanding areas of alignment and misalignment is critical to identifying improvement opportunities.

The LPPM Survey is the **only** survey that provides a direct lens into how law firm views compare to law department views.



In the News

The Legal Pricing and Project Management Survey Report delivers the deepest data set ever on LPPMs, resulting in hundreds of downloads and garnering significant media coverage from Business Insider, Bloomberg Law, Corporate Counsel, Law.com and more.

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INSIDER**

LAW.COM

**Bloomberg
Law®**

CORPORATECOUNSEL



Legal Pricing and Project Management Survey Advisory Board



Brad Blickstein
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Perkins Coie LLP



Purvi Sanghvi
Paul Hastings

Sponsorship Program Elements

The survey program includes five different elements to deliver value to sponsors through brand awareness, thought leadership and lead generation.

Survey Questionnaire

- Logo branding on every page

Full Survey Results

- Full Results of the LPPM Survey
- Distributed electronically exclusively to sponsors and those who take the survey
- Sponsors receive early access to full report data

Survey Report

- To include key LPPM results and **exclusive** comparison of results with Law Department Operations Survey Results
- Branding and thought leadership through full-page ads and editorial sidebars, throughout the reports
- Lead generation from list of Report downloaders

Virtual Summit

- Report findings panel
- **Exclusive** comparison to LDO Survey results panel
- Virtual roundtables

Live Roundtables Value Add

(opportunities TBD based on circumstances)

Legal Value Network Bonus

- Articles posted on LVN site



Element 1: Questionnaire

Sponsor logos appear on all pages of the online Survey Questionnaire



3rd Annual Legal Pricing and Project Management Survey

Opening

* 1. Respondent/Organization Information: 0

Name (First & Last)	<input type="text"/>
Title	<input type="text"/>
Organization	<input type="text"/>
E-mail	<input type="text"/>



Element 2: Survey Reports

Report data will be shared with the public. Branding and thought leadership for sponsors will be throughout the reports through full-page ads, editorial sidebars and logos on the report cover.

- **Title, Gold and Silver sponsors** will be quoted in the survey story.
- **Title, Gold, Silver and Bronze sponsors** receive editorial sidebars and full-page ads in the full report.



Element 3: Full Survey Results

Full survey findings and data will be available exclusively to sponsors and participants.

Comprehensive, detailed survey results including more than **80 separate questions** covering **185 data points**



Element 4: The Legal Pricing and Project Management Virtual Summit

Engage and connect with more than 100 pricing and LPM professionals

- Attend the opening session with survey authors and faculty, as they discuss the key findings of the Legal Pricing & Project Management Survey
- Sponsor the virtual event roundtables
 - Co-led with a sponsor and a member of the survey's advisory board
 - Engage and connect with up to 20 in-house attendees
 - Topics and discussion points will be assigned
- Game show breakout sessions
 - Sponsors choose their teams from our list of virtual event attendees
 - Two 15-minute breaks, with sponsors and teams testing their knowledge of the report findings



Element 5: Live Roundtables

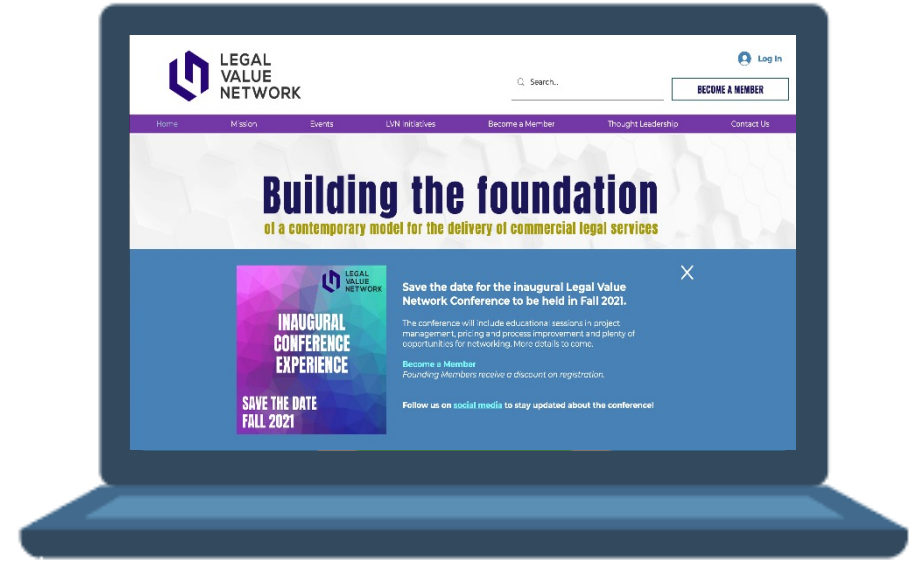
Survey faculty will present and analyze selected survey results for the marketplace.

Title, Gold and Silver sponsors may provide one participant.



Element 6: LVN Value Adds

Title, Gold and Silver sponsors get their executive summary or editorial sidebar published on LVN website



	TITLE SPONSOR \$45,000	GOLD SPONSOR \$30,000	SILVER SPONSOR \$17,500	BRONZE SPONSOR \$8,500
SURVEY	<ul style="list-style-type: none"> - Rename of entire survey to include title sponsor name - Opportunity to review questionnaire and suggest changes - Logo/branding throughout 	<ul style="list-style-type: none"> - Opportunity to review questionnaire and suggest changes - Logo/branding throughout 	<ul style="list-style-type: none"> - Opportunity to review questionnaire and suggest changes - Logo/branding throughout 	<ul style="list-style-type: none"> - Logo/branding throughout
REPORT	<ul style="list-style-type: none"> - Access to full data (Full Results package) - Two full-page ads - Executive summary - Top logo inclusion in both Full Results package and Survey Report 	<ul style="list-style-type: none"> - Access to full data (Full Results package) - Two full-page ads - Editorial sidebar - Logo inclusion in both Full Results package and Survey Report 	<ul style="list-style-type: none"> - Access to full data (Full Results package) - One full-page ad - Editorial sidebar - Logo inclusion in both Full Results package and Survey Report 	<ul style="list-style-type: none"> - Access to full data (Full Results package) - One full-page ad - Editorial sidebar - Logo inclusion in both Full Results package and Survey Report
LEGAL VALUE NETWORK BONUS	<ul style="list-style-type: none"> - Executive summary posted on LVN site 	<ul style="list-style-type: none"> - Editorial sidebar posted on LVN site 	<ul style="list-style-type: none"> - Editorial sidebar posted on LVN site 	
VIRTUAL EVENT	<ul style="list-style-type: none"> - Co-lead up to 6 roundtables with Advisory Board member - Engage and connect with up to 20 Pricing/LPM and in-house round table attendees per round table 	<ul style="list-style-type: none"> - Co-lead up to 3 roundtables with Advisory Board member - Engage and connect with up to 20 Pricing/LPM and in-house round table attendees per round table 		
LIVE ROUNDTABLES	<ul style="list-style-type: none"> - One representative as participant 	<ul style="list-style-type: none"> - One representative as participant 	<ul style="list-style-type: none"> - One representative as participant 	
LEAD GENERATION	150 Total Leads 75 - LPPM Report downloads 75 - Webinar registrants	100 Total Leads 50 - LPPM Report downloads 50 - Webinar registrants	50 Total Leads 25 - LPPM Report downloads 25 - Webinar registrants	25 Total Leads 25 - LPPM Report downloads

Contact Information

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